

Massachusetts Passenger Safety UPDATE

GOVERNMENT DOCUMENTS
COLLECTION

APR 27 1987

University of Massachusetts
Depository Copy

UMASS/AMHERST



312066 0374 7061 9

Massachusetts Passenger Safety Program

Summer 1986

Department of Public Health

Bailus Walker, Jr.
Commissioner of Public Health

Michael S. Dukakis
Governor

Philip W. Johnston
Secretary of Human Services



Bobby Orr, Honorary Chairperson for the Make It Click Challenge, and Survivor Benjamin Abrams say "Thumbs up to seat belts!" at the May 22 press conference kicking off the 101 critical days of summer.

New Program Recognizes Seat Belt Survivors

On January 18, 1986 a 19 year old Burlington woman, traveling north on Rt. 128, lost control of her 1985 Plymouth. The car skidded and flipped over on its roof on the median divider. The woman was taken to the hospital and treated only for minor abrasions. She had started wearing her seat belt in November 1985 in anticipation of the safety belt law. She believes the seat belt saved her from serious injury. The car was a total loss.

Stories like this are reported to the Massachusetts Passenger Safety Program as part of the new "Saved by the Belt Club," co-sponsored by the Massachusetts Seat Belt Coalition, Governor's Highway Safety Bureau, Massachusetts Department of Public Health, Executive Office of Public Safety, the three Safety Councils in Massachusetts, and Massachusetts Passenger Safety Association (MA.P.S.). This program aims to create an awareness of the lifesaving and injury-reducing capabilities of safety belts and child safety seats. The Saved by the Belt

(continued on page 3)

Highlights from Around the State

Boston's Beth Israel Hospital employee wellness program, Live for Life, recently implemented a week-long campaign to promote consistent use of safety belts. Activities included in this campaign were cafeteria tent cards, articles in the employee newsletter, dashboard stickers, commuter bus information flyers, and a "Mega-belts" special event.

"Mega-belts" is an innovative take-off on the Massachusetts lottery game. Employees received a "mega-belts" card and crossed out a number each time they wore their seat belt during one week. A series of numbers were drawn and individuals with the most matching numbers received prizes such as a car wash, free gas, etc.

Peter Saravis, Coordinator of the Live for Life Program, will continue to promote this awareness campaign and to integrate safety belt activities into his general program of employee health promotion.

The **Puppet Trio**, an independent performing group based in Wellesley, recently developed a skit on safety belt use. The skit makes the point that, although no one chooses to be in an accident, we can choose to protect our bodies with seat belts in case of an accident.

In March, The Puppet Trio took their production to each of the ten Medford elementary schools, where they performed for an estimated total of 1300 students and 150 teachers and staff members. The

(continued on page 3)

Join the Make It Click Challenge!



Eighty-six communities were registered for the Make It Click Challenge, at the time UPDATE went to press. Is your community one of them? Call 1-800-CAR-SAFE to find out how to enter the Challenge, or to learn who in your community is coordinating it.

Passenger Safety Advocates Convene for Make It Click IV

March 20, 1986 will be remembered as a day of information sharing and strategy building by the 300 passenger safety advocates from across Massachusetts and the neighboring states who participated in the fourth annual Make it Click conference at the Sheraton Tara in Framingham.

"Buckle Up — It's the Healthy Thing to Do!" was the theme of this year's conference. Participants chose from many workshops ranging from safety belt law implementation to transportation of the disabled. Other workshop topics included corporate and community occupant protection programs, passive restraints, safety belt education for young children and adolescents, drinking and driving, and school bus safety.

Massachusetts' recently enacted seat belt statute promoted conference planners to include two workshops on law implementation strategies for positive public support and enforcement of the passenger safety laws. Paul Wetzel, Executive Director of the Massachusetts Seat Belt Coalition, addressed issues for implementation in Massachusetts, and Mike McCarthy from the Insurance Corporation of British Columbia gave workshop participants insight into the experience of Canada's eight-year-old law implementation plan.

Keynote Speaker Wally Altes of Altes Management Resources Incorporated in New York gave an energetic and optimistic view of positive strategies for working with passenger safety programs to promote greater public awareness.

Michael Brownlee, Director of the Office of Occupant Protection for the National Highway Traffic Safety Administration, outlined in his luncheon address the many components of national occupant protection programs and the history of such programs.

In addition to the workshop sessions, participants learned more about new technologies and materials available in occupant protection from the thirty-two exhibitors displaying their products and services. Representatives from community service and education programs, auto safety product manufacturers, auto body repair shops, school bus companies, ambulance and emergency medical services, child car seat manufacturers, and companies that manufacture equipment and vehicles for transporting the handicapped were among the many exhibitors attending.

New this year was the multi-media display about seat belt legislation nationwide, sponsored by Traffic

Safety Now, a national organization dedicated to increasing the use of safety belts. This hands-on program gave participants additional facts about passenger safety laws in the United States.

The New England Telephone mini-theatre was once again set up for the viewing of new audio-visual programs produced on a variety of passenger safety topics. Twenty-two participants won doorprizes donated by many of the exhibitors.

As in the past years, the annual Make It Click Awards Program, sponsored by New England Telephone, recognized the efforts of many individuals and groups who took leadership roles in safety belt education throughout the Commonwealth. Winners of this year's awards were Dr. Charlotte Yeh, Emergency Room Physician at Newton-Wellesley Hospital (Individual of the Year), Southwest Suburban Emergency Medical System, Inc. of Natick (Group of the Year); the Codman and Shurtleff Company "Live for Life" program in Randolph (Corporation of the Year); and the Quincy Patriot-Ledger (Media Outlet of the Year).

From a first time attendee who described it as "interesting and informative — a very enjoyable day!" to a veteran participant who felt that "as usual the conference was excellent!" we can conclude that this fourth annual Make It Click conference was a great success.

New Passenger Safety Projects Funded

Fifteen new passenger safety projects were funded in Massachusetts this spring through the National Highway Traffic Safety Administration's Mini-Grant Program. The mini-grants are administered in Massachusetts by the Massachusetts Public Health Association and the American Red Cross. Watch for these new projects:

- The **Amherst Health Department** will conduct programs at local day care facilities to educate parents about child passenger safety. They will also give presentations about safety belts for children in after-school programs.
- Presentations on safety belts for senior citizens, teenagers, preschool children, and health professionals will be offered by the **Belmont Health Department**.
- Safety belt educational programs will be conducted at approximately 90 senior centers by the **Massachusetts Executive Office of Elder Affairs**. This project will reach approximately 2,000 senior citizens.

(continued on page 3)

- The **Massachusetts League of Community Health Centers** plans to translate and reproduce printed materials on safety belts, which will be distributed through the League's network. Translations will be done for Spanish and possibly other languages.
- Forty safety belt reminder signs will be installed throughout Newton, by the **Newton Department of Human Services**.
- The **Northeast Chapter of the Massachusetts Passenger Safety Association** is developing a consumer guide on safety belt repairs, which will include locations for installation, prices, and availability.
- A student steering committee has been established at Brockton High School, by **Southeastern Massachusetts Health Planning and Development, Inc.**, for the purpose of developing a safety belt use campaign at the school.
- The Dusenbury, Rump and Smith **Puppet Trio** developed and performed puppet shows for children in the Medford elementary schools, addressing common excuses for not wearing safety belts.
- Two one-day safety belt awareness days, with activities designed to reach large numbers of people are being conducted at the **University of Massachusetts in Amherst** by the Student Health Advisory Board.
- A new infant car seat loan program will be administered by the **Greater Lawrence Chapter of the American Red Cross**. The program will have approximately thirty seats.
- The **Cape Cod Chapter of the American Red Cross** is planning activities to educate adults and children about safety belts, including film showings, pamphlet distribution, and media engagements.
- The **Berkshire County Chapter of the American Red Cross** will operate a loan program for infant and toddler safety seats.
- Safety belt presentations will be conducted at senior citizens' centers in the Springfield area, in a project coordinated by the **Pioneer Valley Chapter of the American Red Cross**.
- The **Greater Boston Red Cross** sponsored a state-wide training seminar for Massachusetts Red Cross Chapters to increase passenger safety programs and services.

Highlights (from page 1)

audiences were simultaneously informed and entertained by the skit, which combines creative puppetry, drama, mime, and humor. Following each performance, the puppeteers conducted a discussion period, allowing students to share their views about seat belts. This gave the leaders an opportunity to explore common myths about seat belts, while at the same time being supportive of the students for really thinking about these important issues. Contact the Passenger Safety Program at 727-1246 for more information about the activity.

The Live for Life Program at **Codman and Shurtleff Company** in Randolph is a good example of a corporate safety belt program that works. Jayne Morrissey-Finn, the program administrator, manages an employee wellness program that repeatedly gives employees a safety belt message as part of a total health education program. The company wants its employees to buckle-up and uses a variety of strategies to encourage safety belt use.

In addition to using the Convince, and posting Make It Click signs at parking lot exits, the Live for Life task force formed a secret seat belt patrol. Everyone in the company was told that the seat belt patrol would be out looking for employees who buckled up. If an employee was spotted by the seat belt patrol, they automatically won twenty Live for Life "dollars" (play money) to be spent in the company wellness store. Results of this educational effort showed a substantial improvement in seatbelt use over a six-month period. Employees enjoyed a program designed to increase adherence to the company's already existing seat belt policy.

Seat Belt Survivors (from page 1)

Club is designed to highlight to the public that real people have real accidents and have survived because they were wearing safety belts. It recognizes those people who had the foresight and good judgement to have been wearing safety belts when traveling in a motor vehicle.

To become a member of the Saved by the Belt Club, survivors need to fill out a survivor report form. Each qualified survivor will receive a vanity license plate, a follow-up letter and local recognition. Forms are available from state and local police departments, the Registry of Motor Vehicles, hospital emergency departments, ambulance services, health agencies, and insurance companies. All interested organizations are encouraged to become distribution sites for Saved by the Belt Club forms. To obtain forms, contact the Mass. Passenger Safety Program at 1-800-CAR-SAFE or 727-1246 (Boston). Help spread the word that safety belts do save lives!

New Materials

Audio-Visuals

Lucky 13 is a 16mm film depicting an unusual day in the life of "Lucky 13," a crash test dummy. "He" has been mistakenly chosen to be unbuckled in a simulated 40 mph head-on crash. Just before impact, he comes alive, steers off the course, pauses to buckle-up, and makes his get-away. In the ensuing search for him, subtle facts and figures concerning seat belts are given. Through the use of comedy, this film stresses the importance of buckling-up.

Lived to Tell This 16mm film from the producers of *Room to Live* focuses on ordinary people who survived serious accidents because they were wearing seat belts. The testimonies of these "survivors," together with the photographs of their wrecked cars, make a powerful case for the use of safety belts.

Print Materials

The **MPSP Brochure**, a 3-panel brochure, provides a detailed description of the various functions of the Massachusetts Passenger Safety Program.

ACOG Technical Bulletin #74 - Automobile Passenger Restraints for Children and Pregnant Women, a bulletin for health professionals from the American College of Obstetricians and Gynecologists discusses the necessity for pregnant mothers to buckle-up. It addresses topics such as common reasons women give for not wearing their seat belts, proper placement of seat belts during pregnancy, and infant and child restraint systems. A list of references is included for more detailed information.

The Medical Effects of Seat Belt Legislation in the United Kingdom, is a study published in 1985 by the Department of Health and Social Security, London, 1985. It assesses the effectiveness of Britain's seat belt law, by examining injury patterns before and after seat belt legislation. Data, which were collected from 14 hospitals across the country, were used to compare the injuries of belted and unbelted occupants. The conclusions form a strong case for seat belt legislation.

Replacement Seat Belts Offered at Discount

To help Massachusetts consumers comply with the seat belt law, Consumer Auto Parts stores are selling seat belts normally retailing for \$25.00 at the company cost of \$5.50. The special price is being offered to consumers only (not dealers). The seat belts are extra long, eliminating the need for seat belt extenders. The \$5.50 price includes all hardware. Consumers Auto Parts stores are located in Fitchburg, Gardner, Lowell, Marlboro, Southbridge, and Worcester.

UPDATE is published quarterly by the Massachusetts Passenger Safety Program, which operates out of the Massachusetts Department of Public Health's Division of Family Health Services, Bernard Guyer, M.D., M.P.H., Director.

Director
Cindy Rodgers

Assistant Director
Nancy Carrey-Beaver

Communications Specialist
Susan Hargrave

Training Specialist
Joanne Gravell

Resource Center Coordinator
Joan Balaban

Staff Assistant
Joanne Statires

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Division of Family Health Services
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

1-617-727-1246
1-800-CAR-SAFE

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

MASS. HS 30.20 486/1211

Massachusetts Passenger Safety UPDATE

GOVERNMENT DOCUMENTS
COLLECTION

APR 27 1987

University of Massachusetts
Depository Copy
Department of Public Health

Massachusetts Passenger Safety Program

Fall 1986

Bailus Walker, Jr.
Commissioner of Public Health

Michael S. Dukakis
Governor

Philip W. Johnston
Secretary of Human Services



Bobby Orr, Honorary Chairperson for the Make It Click Challenge, congratulates Lexington coordinators Tom Raboin and Jackie Selway on winning the 1986 Challenge. (George Smith, who also coordinated Lexington's summer campaign, was not available for photographs.)

Make It Click Coordinators Honored

Eighty-six communities participated in the annual summer Make-It-Click campaign. A special aspect of this year's campaign was the Challenge, a competition offering an award to the community with the most effective seat belt program in the Commonwealth.

A panel of judges rated each community's program, based on the coordinator's report documenting the summer's activities. The criteria for judging included creativity, public awareness, media coverage, corporate and community support, and seat belt usage rates in the community. Included in the judging panel were representatives from the Massachusetts Passenger Safety Program, Governor's Highway Safety Bureau, and the Massachusetts Seat Belt Coalition.

The winning community, Lexington, was announced at a ceremony in the State House in October. Coordinators Thomas Raboin of the Lexington Police Department and George Smith and Jacqueline Selway of the Board of Health accepted the award and look forward to joining the campaign's honorary

(continued on page 4)

Safety Belts Are Working in Massachusetts

According to statistics, 1986 has been a good year for safety belts — and the people wearing them — in Massachusetts:

Fatalities - Figures recently released for the first eight months of 1986 show a 7.7% drop in the number of deaths per 100 million miles driven, when compared to the figures for 1985.

Injuries - Injury statistics for the first half of 1986 indicate that serious injuries have been reduced by 23%. Minor injuries are down by 13%.

Survivors - Between January and September, the Passenger Safety Program received written testimony from over 180 accident victims who feel that they were spared from serious injury or death because they were wearing a safety belt.

Usage Rates - According to an observational study conducted in the thirteen largest cities in Massachusetts, the number of people using safety belts has doubled since 1985. In June, the statewide usage rate averaged 34.1%.

Safety belts are working, but we have a long way to go before everyone is protected. If we could again double the current usage rate, we could save twice as many lives and prevent twice as many injuries. Let's strive for a usage rate of 70%. Encourage your friends and loved ones to buckle up, and make a point of using your own safety belt every time you are in a motor vehicle. Let's all buckle up and prove we've got heart!



Take the law to heart.

Buckle up Massachusetts!

Programs Launched in Key Massachusetts Communities

Comprehensive, year-long safety belt programs are now underway in five of the largest communities in Massachusetts — Boston, Springfield, Worcester, New Bedford, and Pittsfield. The programs, which are funded by the Governor's Highway Safety Bureau, are managed by Inta Hall, Director of the Massachusetts Passenger Safety Association, Inc. (MA.P.S.), and receive training, technical assistance, and support from the Massachusetts Passenger Safety Program. The following individuals have been selected as community program coordinators:

- Jack McDonough and Dorothy Novack, of the Boston Police Department;
- Linda Gamache, of the Western Massachusetts Safety Council in Springfield;
- Dan Quinn, of the Central Massachusetts Safety Council in Worcester;
- Carol Cruz, of the New Bedford Chapter of the American Red Cross;
- Kimberly Baldwin, of the Pittsfield Chapter of the American Red Cross.

The community coordinators attended training programs in June and August, which were conducted by the Massachusetts Passenger Safety Program with assistance from the National Highway Traffic Safety Association and MA.P.S.

One of the first jobs tackled by the community coordinators was to organize committees to assist in planning and implementing the community programs. These steering committees are an impressive mixture of representatives from business and industry, municipal government, police departments, community service organizations, hospitals, schools, and media.

The coordinators officially launched their programs during the summer. Each community had a kickoff event, consisting of a press conference with key city

officials, accompanied by lighthearted activities to attract wider community interest. For example, in Springfield, Buckle-Up Bear appeared at City Hall Plaza in roller skates. He then escorted Mayor Richard Neal to his car, where he buckled the Mayor's seat belt. At New Bedford's press conference, Mayor John Bullard took a ride on the Convincer, a crash simulator demonstrating the effectiveness of seat belts. "Vince" and "Larry," the mannequins featured in television public service announcements, made an appearance at Pittsfield's kickoff event. The two characters handed out free McDonald's coupons as rewards to motorists wearing seat belts.

These programs are off to a great start. They will undoubtedly increase the level of awareness about safety belts in the five communities. In addition, they can serve as models for other Massachusetts communities wishing to establish similar programs. If you would like more information about these programs, call 1-800-CAR-SAFE.

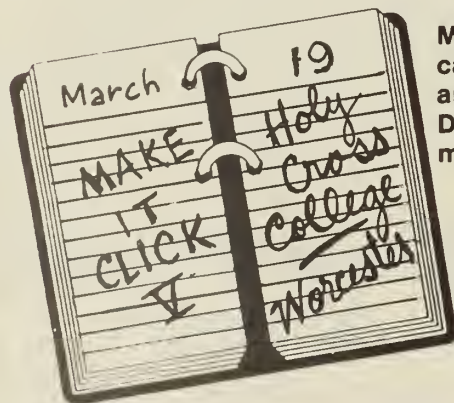
Use of Lap Belts Recommended

The National Transportation Safety Board (NTSB) recently released a study implying that lap belts may cause injuries to rear seat passengers in certain types of auto crashes.

The National Highway Traffic Safety Administration (NHTSA) and the Massachusetts Passenger Safety Program disagree with the implications of the NTSB study. NHTSA's Director, Diane Steed, states "NHTSA studies, which involve far more cases than contained in the NTSB study, clearly show that a person riding in the rear seat of an automobile has a better chance of avoiding serious injury or death by wearing a lap belt, as opposed to no belt at all." The NHTSA studies, which are based on state data files and a study done in Canada, involve thousands of crashes. The NTSB study, which involves only 26 crashes, was the result of a specific search for cases in which a safety belt failed to protect the passenger. Both NTSB and NHTSA agree that these 26 cases are not necessarily representative of overall belt performance.

In addition to reducing their own risk of death or serious injury, rear seat passengers have another important reason for wearing seat belts — protecting others in the car. In an accident, unbelted passengers can become dangerous flying objects, striking and injuring other passengers in the vehicle.

For more information about the study, or to receive the seven-page executive summary, call the Massachusetts Passenger Safety Program.



Mark your '87 calendar for our annual conference! Details will be mailed to you.

Car Seat News . . .



Parents Cautioned about Fisher Price Safety Seats

Several parents in Massachusetts have recently reported a problem with the Fisher-Price child safety seat. When the parent or toddler releases the shoulder harness and shield buckle, the plastic shield can retract into the child's throat, causing choking or gagging. To free the child, the parent tries to pull the shield forward only to find it locked in place. The solution to this problem is to let the shield retract toward the child just a bit, which frees the locking mechanism and allows the shield to be pulled out.

Currently, there is no recall in effect. For further information, consumers and passenger safety advocates can contact Fisher-Price directly at 1-800-828-7315 (10:00 a.m. - 3:30 p.m. EST).

Graco Recalls Child Safety Seats

The Graco Children's Products Company recently announced a recall involving the Graco GT-1000 child car safety seat because of a problem that occurs in some cars when the safety seat is used in the reclined, rear-facing infant position. When the safety seat is used in the rear seat, the front seat can interfere with the child safety seat latch by pushing against the safety seat. This pressure could cause the latch to release in a collision. Release of the latch can allow the safety seat to move out of position, resulting in inadequate protection for the infant.

Any consumer who owns a GT-1000 seat will be sent a free correction kit that will prevent the safety latch from improperly releasing. Consumers can install the kit easily and quickly. To order a free kit, call Graco toll-free at 1-800-345-4109 or write Graco Children's Products, Elverson, Pennsylvania 19520.

Century and Kolcraft Warn Customers About Safety Seat Problem

In July, Century Products announced a retrofit for some of its convertible safety seats. The seats affected are models 100, 200, 300, and 400 XL manufactured between April 1985 and February 1986. If parents do not know the date of manufacture, they can check the seat's lot number. Only seats with lot numbers 8504-8512, 8601, or 8602 are affected. In addition, the seat must be from mold #1; this number will be imprinted in the plastic seat back above the top metal bar.

The defective seats may develop cracks on the bottom when used in the infant position. To remedy the problem, Century Products will provide a free reinforcing panel that slips under the seat pad. Consumers should contact Century Products at 1-800-222-9825 (toll-free) or (216) 686-3000, or write the company at 1366 Commerce Drive, Stow, Ohio 44224.

The Kolcraft Rock 'n' Ride seat (Model 13123) manufactured from February through June of 1985 is subject to the same cracking problem. To order a free reinforcing seat panel, contact Kolcraft at 1-800-453-7673 or write the company at 5133 W. 66th Street, Bedford Park, Illinois 60638.

The Massachusetts Passenger Safety Program reminds parents that, despite the recent problems, the child car safety seat is still the safest way to transport children up to 40 pounds in weight. The recent recalls should not discourage parents from using car seats correctly and consistently. These recalls are a result of the strict federal safety standards and the careful quality control measures taken by car seat manufacturers to ensure that the customer receives a safe, durable product.

Car Seat Loan Or Rental Programs in Massachusetts

Car seat loan or rental programs are operating across the Commonwealth. Those we have had contact with are listed below. If you operate or know of a program not mentioned, or desire help in starting a loan or rental program, please contact the Massachusetts Passenger Safety Program (MPSP), Department of Public Health, 1-800-CAR-SAFE. To rent a car seat, please call ahead to loan programs. Asterisks (*) indicate programs receiving seats from MPSP. Types of seat available are indicated by I (infant) and T (toddler).

Athol
Buckle Up Your Kids, Inc. (I,T)*
Contact: Gail Pease
(617) 249-4151

Amherst
Amherst Health Department (I)*
Contact: Madeline Eichenlaub
(413) 256-0731

Attleboro
Sturdy Memorial Hospital (I)
Contact: Rita Ilg
(617) 222-5200 x3477

Ayer
Nashoba Community Hospital (I,T)
Contact: Sallie Hickey
(617) 772-0200 x209

Beverly
Beverly Hospital (I)
Contact: Eileen DeAngelis
(617) 922-3000 x2204

Northeast Passenger Safety Association (T)
Contact: Vicki Kelly
(617) 922-0065

Boston
Boston City Hospital (I)
Contact: Alice Dailey Burson
(617) 424-5965

Boston City Hospital Adolescent Clinic (I,T)*
Contact: Leslie Gilbert
(617) 424-4086

Cambridge
Cambridge Hospital (I)*
Contact: Alan Cherish
(617) 498-1472

Danvers
Hunt Hospital (I)
Contact: Hunt Medi-Center
(617) 774-6006

Dorchester
Upham's Corner Community Health Center (I,T)*
Contact: Laurie Lenrow
(617) 287-8000

Fall River
Charlton Memorial Hospital (I)*
Contact: Nancy Cronan
(617) 679-3131

St. Anne's Hospital (I)*
Contact: Pediatrics Department
(617) 674-5741

Fitchburg
Burbank Hospital (I)
Contact: Evelyn Nacke
(617) 343-5445

Visiting Nurse Association of Fitchburg (I)*
Contact: Bonnie Tedrow
(617) 342-6013

Framingham
Framingham-Union Hospital (I)
Contact: Nanette Vitali
(617) 879-7111 x2094
Hospital patients or local residents

Framingham Regional Head Start Program (T)
Contact: Winnie Barrell
(617) 877-2962
Head Start Program enrollees

Gloucester
Addison Gilbert Hospital (I)
Contact: Keith Lineares
(617) 283-4000 x491

Great Barrington
Fairview Hospital (I,T)
Contact: Obstetrical Staff
(413) 528-0790 x119

Greenfield
Visiting Nurses and Health Services
of Franklin County (I,T)
Contact: Dorothy Garvin
(413) 774-2302
Franklin County residents only

Haverhill
Haverhill Municipal (Hale) Hospital (I)
Contact: Patricia Moriarity
(617) 374-2302
Hospital patients only

Holyoke
Providence Hospital (I)*
Contact: Pat Haley
(413) 536-5111 x3202

Hyde Park
Hyde Park Pediatrics (I)
Contact: Kathleen Parkinson
(617) 361-1470

Lawrence
American Red Cross, Greater Lawrence Chapter (I)
Contact: Kathleen Cronin
(617) 683-2465

Leominster
Leominster Hospital/Hospital Guild (I)
Contact: Kathy Myer
(617) 537-4811 x223

Medford
Medford Visiting Nurse Association (I)
Contact: Ruth Hilbrunner
(617) 396-2633
Medford residents only

Melrose
Melrose-Wakefield Hospital (I)
Contact: Maternity Ward Nurse
(617) 662-7200
Free infant car seats for hospital patients

Milford
Milford-Whitinsville Regional Hospital (I)
Contact: Lee Bailey
(617) 473-1190 x371

Nantucket
Nantucket Cottage Hospital Home Health (I)*
Contact: Louise DiLorenzo
(617) 228-1200 x180

North Adams
North Adams Regional Hospital (I)
Contact: Anne Leja, Judy Morrissey
(413) 663-3701 x261

Northampton
Cooley Dickinson Hospital (I,T)
Contact: Phyllis Maggolino
(413) 584-4090 x2251

Norwood
Norwood Hospital Auxiliary Maternity (I)
Contact: Lucy Coughlin, Kathy Dearing
(617) 769-4000 x2359

Peabody
North Shore Community Health Center, Inc. (I)
Contact: Susan O'Hara
(617) 532-4903
Health Center patients only

Pembroke
Pembroke Public Health Nursing Association (I)*
Contact: Joanne O'Regan
(617) 293-5471

Pittsfield
American Red Cross, Berkshire County Chapter (I,T)
Contact: Kim Baldwin
(413) 442-1506

Berkshire Medical Center (I)
Contact: Gift Shop
(413) 499-4161 x2258
Berkshire County hospital patients only

Plymouth
The Jordan Hospital (I)
Contact: Susan Miller, Director of Volunteers
(617) 746-2000 x2075
Hospital patients only

Quincy
American Red Cross of Massachusetts Bay
K.I.S.S. (Kids in Safety Seats) (I,T)
Contact: Merle Jones Lindsay
(617) 471-5440
South Shore residents only

Quincy City Hospital (I)*
Contact: Jean Armao
(617) 773-6100 x3112

Roxbury
Dimock Community Health Center (I)*
Contact: Lorraine Moles
(617) 442-9653

Salem
North Shore Children's Hospital (T)*
Contact: Volunteer Office
(617) 745-2100

Salem Hospital (I)
Contact: Marie Guarino
(617) 741-1200 x3312

Somerville
Somerville Hospital (I,T)*
Contact: Pat Kerr
(617) 666-4400 x146

South Hadley
Western Mass. Association for the
Education of Young Children (T)
Contact: Syd Cherney Clarke
H (413) 533-7254
W (413) 256-1609

Stoughton
Goddard Memorial Hospital (I)*
Contact: Betty Habig
(617) 344-5100 x2188

Taunton
Morton Hospital/Jr. Women's Club of Taunton (I)
Contact: Susan Richards
(617) 824-6911 x1333 Monday-Friday 2-4 p.m.

Walpole
Visiting Nurse Association of Walpole (I)*
Contact: Barbara Lawless
(617) 668-1066

Waltham
American Red Cross, Central Middlesex Chapter (I,T)
Contact: Rosa Navas
(617) 893-5503

Ware
Mary Lane Hospital (I)*
Contact: Marna Mucha
(413) 967-6211

Worcester
Family Health and Social Service Center (I,T)*
Contact: Paulette Lacoste
(617) 756-3528

Massachusetts Easter Seal Society (I)*
Contact: Maryann Fesuk
1-800-922-8290 x62

St. Vincent's Hospital (T)*
Contact: Chris Kinkopf
(617) 798-6241

Visiting Nurse Association of Worcester (I)*
Contact: Elaine Love
(617) 756-7176 x242

Fall 1986

New Materials

Audio-Visuals

Room to Live II - Sargeant Jack Ware is back - this time discussing some of the myths and facts associated with seat belt use. This 16mm film is in lecture format similar to **Room to Live**; the difference is that Ware appeals to a broader audience, including both adults and teenagers. 47 minutes.

The Big Click - Geared toward an adult audience, this 16mm film features a Chrysler engineer demonstrating how a safety belt works and stressing its importance. Interspersed with the engineer's discussion are scenes of elementary school students talking about safety belts. The students discuss why they think adults do not wear safety belts and why they feel it is important to do so. A very effective film. 7½ minutes.

Don't Risk Your Child's Life - Produced by the Physicians for Automotive Safety, this 16mm film about protecting young children in cars is now available in both English and **Spanish**. 14 minutes.

Dan Horn and His Safety Squad - This 16mm film features a professional ventriloquist and his puppet friends. Designed for an elementary school audience, the film covers passenger, pedestrian, and bicycle safety skills. 16 minutes.

Print Materials

For teachers, the following safety belt curriculum packages, developed by the National Highway Traffic Safety Administration, are available:

- **A Safer Way for Everyday**, six activities for grades K-3 accompanied by an activity booklet for grades K-6;
- **Three Seconds to Safety**, six activities for grades 3-6;
- **Beating the Odds**, six activities developed especially for high school health classes;
- **Restrain Yourself**, six activities designed for high school driver education classes.

How Thousands of Lives Can Be Saved: An Examination of Safety Belt Effectiveness - The Highway Users Federation and the Automotive Safety Foundation produced this excellent resource for passenger safety advocates. The 35-page booklet discusses the safety belt issue in great detail: summarizing the problem, discussing the effectiveness of safety belts, citing facts and statistics, and reviewing current domestic and foreign experience with occupant protection laws. Single copies are available to interested groups.

Survivor Posters - These new posters feature Massachusetts citizens who, because they were wearing safety belts, escaped serious injury or death in automobile accidents. Four different posters are available, presenting the experiences of two teenagers, an elderly couple, a carpenter, and a group of survivors.

Bookmarks - Illustrated with the Massachusetts seat belt heart, these bookmarks contain myths and facts about safety belts.

Knowing The Facts Could Save Your Life - This is an update of the popular "Fairy Tales" brochure. It addresses common myths about safety belts and provides facts to dispell them.



James Schultz is one of the survivors featured on the newly produced Massachusetts survivor posters. As he puts it, "I was hanging upside down in the truck and I thought: 'My God! The seat belt - it worked.'" The posters, which are described above, may be ordered by calling the MPSP office.

Car Seat Loan Programs Funded

The Massachusetts Passenger Safety Program recently provided 360 child safety seats for loan programs in Boston, Fall River, Haverhill, Salem, and Worcester. In addition, existing loan programs have been expanded in five communities.

For the first time, the Massachusetts Passenger Safety Program provided loan programs with convertible car seats, which can be used for both infants and toddlers.

An up-to-date list of loan programs is included with this newsletter. On the back of the list is car seat news of interest to consumers, including recent problems and remedies. Both of these may be reproduced for distribution in your community.

Speakers Bureau Spotlight

Have you ever wanted to present safety belt programs to community or professional groups but didn't know where to begin? If so, you might consider joining the 150 passenger safety advocates in Massachusetts who are part of this statewide network of trained professionals and volunteers speaking on passenger safety.

The Passenger Safety Speakers Bureau, established in 1983, was created to address the problem of deaths and injuries resulting from motor vehicle accidents. Its goal is to increase community support of passenger safety through speaking engagements and exhibits at health and safety fairs. Though Massachusetts has laws requiring the protection of child and adult passengers, a large number of people have not yet made the decision to buckle up. Speakers help to clarify the myths that contribute to this public health problem.

The Passenger Safety Program offers regional speaker training programs each year. The free, one day program provides up-to-date information on crash dynamics, statistics, operation of safety belts and child restraints, and passenger safety laws. Participants learn techniques for effective public speaking as well as ways to present information to specific audiences. The training includes opportunities to preview audio-visual programs and print materials available from the Passenger Safety Resource Center. Participants also have a chance to network with others working to promote passenger safety in their communities.

To become part of this important program, contact Nancy Carrey-Beaver at 727-1246 (Boston) or 1-800-CAR-SAFE (outside Boston).

Massachusetts Passenger Safety Program
Division of Family Health Services
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

1-617-727-1246
1-800-CAR-SAFE

A Fond Farewell ... and a Warm Welcome!

Massachusetts said farewell to one of its most ardent passenger safety advocates when Pat Bartoshesky, Safety Belt Coordinator in the Governor's Highway Safety Bureau, moved to Delaware in July, 1986. All those who knew Pat and worked with her were aware of her tireless dedication to promoting child and adult passenger safety. We will miss Pat, and we wish her the best in her next endeavor.

Frank Sullivan began working as the Bureau's new Safety Belt Coordinator in July. The staff of the Massachusetts Passenger Safety Program look forward to working with Frank.

MICC winners (continued from page 1)

chairperson, Bobby Orr, for dinner and a Bruins game later this fall.

Coordinators Al Torrisi of Methuen and Joe Mokrisky of Stoughton were selected for honorable mention and received plaques donated by New England Telephone to recognize their outstanding work. All the coordinators were praised for their summer accomplishments by representatives of the Massachusetts Department of Public Health, the Governor's Highway Safety Bureau, and the Massachusetts Seat Belt Coalition. After all, there are no losers in a campaign that increases seat belt use and saves lives!

UPDATE is published quarterly by the Massachusetts Passenger Safety Program, which operates out of the Massachusetts Department of Public Health's Division of Family Health Services.

Director

Cindy Rodgers

Communications Specialist

Susan Hargrave

Resource Center Coordinator

Joan Balaban

Assistant Director

Nancy Carrey-Beaver

Training Specialist

Joanne Gravell

Staff Assistant

Joanne Statires

Graphic Design Center

Design/Layout

Roger M. Davenport

Typesetting

Joanne Gaffey

**BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637**

Massachusetts Passenger Safety UPDATE

GOVERNMENT DOCUMENTS
COLLECTION

SEP 8 1987

University of Massachusetts
Depository Copy

Massachusetts Passenger Safety Program

Summer 1987

Department of Public Health



Vince, the crash test dummy, spreads the seat belt message to kids at the Ten Acres Day School in Wellesley.

Child Passenger Safety Law Expanded

After months of persistent activity by passenger safety advocates and hours of legislative testimony, Governor Dukakis signed Bill H-5214 thus expanding the 1981 Child Passenger Safety Law to protect children 12 years old and under. This change makes Massachusetts one of only four states requiring safety restraints specifically for older children.

The expanded law reads, "All children twelve years and under must be securely fastened in a safety belt or properly adjusted car seat when riding in motor vehicles." The fine for drivers remains \$25.00 per unrestrained child. Police enforcement is primary which allows an officer to stop a vehicle if a child within is unrestrained. No other reason is needed.

The law takes into account situations where belt use is impossible. Such exemptions include vehicles with all seat belts and car seats in use, vehicles for hire such as taxis and limousines, children physically unable to use a seat belt or car seat, and vehicles not equipped with seat belts.

What effect will the expanded law have on passenger safety in Massachusetts? The potential for lives saved and serious injuries averted is great. Reaching the public involves vigorous grassroots community promotion and consistent police enforcement. Cooperation from educators, health professionals, police officers and parents is essential for early development of the seat belt habit in children.

The Massachusetts Passenger Safety Program (MPSP) provides materials and guidance to anyone wishing to promote seat belts in his or her community. □

Summer Make-It-Click Campaign Heats Up

Seat belt coordinators from 58 Massachusetts Communities have worked long hours and withstood record high temperatures to bring the seat belt message to their towns' citizenry during the 101 Critical Days of the Summer Make-It-Click Campaign.

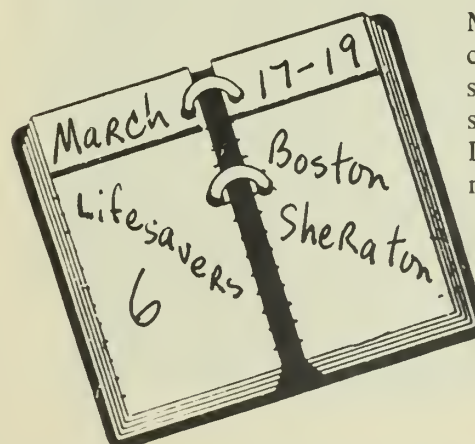
The coordinators represent a fascinating cross section of occupations and backgrounds, from nurses and police officers to truck drivers and clergy. Some blend Summer MIC activities with their professional duties, some donate their spare time and all are committed to community service. The coordinators realize the buckle-up message may be the most important advice some folks will receive this summer —important because it will save those people's lives.

(continued on page 5)

Seat Belt Advocates Honored at MIC Conference

It wasn't easy being a seat belt advocate this year. Changes in passenger safety legislation and unpredictable public opinion made the advocates' work perplexing and arduous. By virtue of their dedication and persistence promoting passenger safety, two individuals and three organizations distinguished themselves and were specially recognized at the 1987 Make-It-Click Conference.

(continued on page 5)



Mark your '88 calendar for the sixth annual Life-savers conference! Details will be mailed to you.

Michael S. Dukakis
Governor

Philip W. Johnston
Secretary of Human Services

Passenger Safety Mini-Grants Awarded

The Massachusetts Passenger Safety Program recently awarded four one-year mini-grants for new and innovative passenger safety projects. This is part of the state's effort to establish a permanent network of organizations providing passenger safety outreach to their membership or clientele in addition to their regular activities. The MPSP relies on the outreach activities of groups like these to promote occupant protection.

The Massachusetts Nurses Association will produce a modular slide tape presentation to train nurses to incorporate passenger safety activities into daily nursing practice. MNA will develop a speakers bureau training program specifically for nurses.

The American Academy of Pediatrics, Massachusetts Chapter, will develop a brochure on child passenger safety from a pediatrician's point of view. The brochure will be distributed through the chapter's membership. AAP will solicit designs from member pediatricians for a buckle-up parking lot sign.

The American Red Cross of Massachusetts Bay will develop a passenger safety education program to use in all seven Red Cross regions reaching approximately 500,000 residents between ages 6 and 50.

The South Shore Safety Officers League will develop a series of brochures targeting each major age group. They will focus on child car seat, safety belt and automatic protection information. SSSOL will give packets to members for distribution to elementary school teachers as supplements to safety officer presentations.

Congratulations to the mini-grant awardees!□

Attention R.N.'s!

The Massachusetts Nurses Association's Occupant Protection Task Force has openings for nurses interested in creative promotions for passenger safety. Contact Patricia Brigham, R.N. at (617) 482-5465 or MPSP.

Community Traffic Safety Programs Expanded

The activity of community-based comprehensive traffic safety programs has expanded to nine as four new projects were recently funded through a partnership of state and local sources. Coordinators from Barnstable, Boston, Leominster, Lowell, Lynn, New Bedford, Pittsfield, Plymouth and Worcester will devote the next 12 months to developing and implementing comprehensive community programs to reduce alcohol related accidents and to increase safety belt use for all age groups.

The program will reflect an increasing emphasis on both seat belt and anti-drunk driving promotions. Both issues are major risk factors in motor vehicle related fatalities as half of all fatal car accidents involve alcohol. Moreover, people who drive after heavy drinking are much less likely to wear seat belts.

Special seat belt programs will be developed for schools, corporations and community groups as coordinators seek to reduce the incidence of drunk driving and increase safety restraint use in the nine communities.

Community programs consist of a project coordinator aided by a task force of key community leaders. Members of the task force represent local government, school departments, health officers, police departments, local media, businesses and civic organizations. The nine coordinators are:

- Barnstable Debbie Hall
Director of Community Planning
Town of Barnstable
- Boston Edwina Cloherty
Transportation Planner
Boston Transportation Department

- Leominster Rose Klein
Seat Belt Coordinator
Leominster City Hall
- Lowell Anne Barton
Traffic Engineer
JFK Civic Center
- Lynn Judy Ryan
Program Coordinator
Lynn City Hall
- New Bedford Carol Cruz
Seat Belt Coordinator
American Red Cross
- Pittsfield Leslie Orton-Mahar
Seat Belt Coordinator
American Red Cross
- Plymouth Kris Piekarski
Seat Belt Coordinator
Town of Plymouth
- Worcester Rosalie Berquist
Traffic Safety Coordinator
Central Mass. Safety Council

Coordinators got started at a one-day orientation session in July and will attend a comprehensive three-day training session this fall. They will share their successes and ideas as they learn about new traffic safety initiatives. The programs are supervised by Inta Hall, Executive Director of the Massachusetts Passenger Safety Association (MA.P.S.). MPSP provides training, resources and technical assistance to the nine community programs.□

K-12 Seat Belt Education Materials

School based seat belt education programs are an important part of the strategy to reduce the thousands of child injuries and deaths from motor vehicle accidents in Massachusetts each year. Good seat belt habits acquired in childhood can carry over to a lifetime of injury free driving.

Seat belt curricula are available for preschool through grade 12 teachers through the Massachusetts Passenger Safety Program. The materials, developed by the National Highway Traffic Safety Administration, received favorable reviews from Massachusetts teachers during pilot-testing. The easy-to-use curricula include: a teacher's guide, learning objectives, classroom activities, posters and reproducible worksheets. Each curriculum is easily supplemented with passenger safety audio-visuals from MPSP. In addition, Buckle Bear is eager to meet your kids and promote seat belts to children eight years old and younger. All materials are free of charge.

We Love You Buckle Up (Preschool - K) - this child-centered program involves children through talking, experimenting and singing activities. Children will explain how seat belts protect them, why the back seat is safest and why everyone in the car should use seat belts. They will demonstrate how to wear a seat belt correctly. Fun activities include Buckle-Up Helpers and buckle-up sing-a-longs. Included are letters to bring home to parents and "We Love You — Buckle Up" stickers.

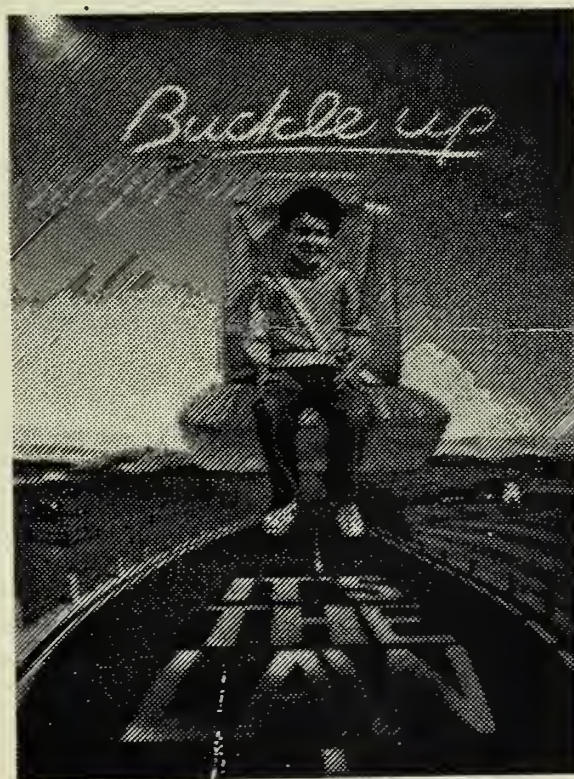
A Safer Way For Everyday (K-6) - this program presents seat belt usage as an important part of safe and healthy living. Emphasis is placed on a child's responsibility to encourage promotion of belt use among family and friends. Children will explain who should wear seat belts and describe ways buckling up protects people. They will identify common reasons given for not wearing a seat belt and explain why those reasons are not valid. Children will explain how to correctly wear seat belts. The teacher's guide includes a vocabulary list with each activity that may be incorporated into a word game or reading activity. The "Safety Belt Activity Book," a guide for K-6 grade teachers, accompanies the curriculum. Choose from 20 fun activities according to the interests and abilities of the students. An Occupant Protection Reference Manual is included for background information.

Three Seconds To Safety (grades 3-6) - an instructional reading program about seat belts that develops four critical reading skills: finding the main idea, identifying details, sequencing and drawing conclusions. The curriculum emphasizes passenger safety attitude and behavior changes. Children will understand the importance of seat belts and will explain how belts protect people. They will demonstrate correct seat belt use. The program includes tips for conducting seat belt usage surveys and the "egghead" lunchbox experiment.

Restrain Yourself and Beating The Odds (high school health and driver training classes) - a program that helps young adults analyze the issues behind use and nonuse of safety restraints; it emphasizes seat belts as part of a healthy lifestyle. Audiovisual materials are an important component of this curriculum. Students will explain how seat belts protect users and why the lap and shoulder belt combination is effective. They will understand the dynamics of a crash and state how stopping distance affects crash force. Students will identify differences between manual and automatic restraint systems, including the basics of air bag technology and how the seat belt locking mechanism works. Driver responsibility for passengers and self is stressed. An Occupant Protection Reference Manual is included for background information.

The activities in each curriculum can be used outside the traditional classroom setting by nurses, daycare providers, police officers and any person working with youth. Materials are adaptable and can fit into any educational program. Passenger Safety curricula are easily implemented in a few weeks or over several months.

The program ideas in the curricula are innovative and fun to use. More importantly, seat belt education helps preserve human life not just during childhood but for a lifetime. Let's teach our kids the essential facts about passenger safety. Please call (617) 727-1246 or 1-800-CAR-SAFE to order the curriculum of your choice. □



This poster is available through MPSP.

Questions About Child Car Seat Misuse

What is car seat misuse?

A child car seat is misused whenever the manufacturers instructions are not followed correctly. Some misuse occurs when the car seat is not compatible with a vehicle's safety belt system.

How often does misuse occur?

Unfortunately, two out of every three child car seats are improperly used by their owners. Almost half of the misusers unknowingly commit multiple errors.

How does misuse affect the safety performance of the seat?

Moderate misuse cuts the effectiveness of the seat in half. Gross misuse renders the child car seat virtually useless.

Child car seats manufactured after January 1981 meet strict government crash testing standards. Correctly used seats reduce deaths and injuries of children in crashes by 70 percent.

What are the most serious types of misuse?

Among the worst mistakes are:

- an infant (under 20 lbs) riding face-forward (rearward facing, reclining position is correct),
- non-use of the car seat harness shield, and
- non-use of the vehicle safety belt to secure the child car seat to the vehicle.

What are the most frequent types of misuse?

Among the common mistakes are:

- the child seat harness too loose or incorrectly threaded,
- the vehicle safety belt misrouted through the car seat frame,
- non-use of a tether strap (required on some pre-1984 car seats),
- the child is too large or too small in height or weight for the car seat.

Don't parents understand the importance of using car seats according to instructions?

Parents are concerned about their children's safety. Most are completely unaware they have committed misuse errors. Sometimes parents sacrifice safety to make their children more comfortable. In almost all cases, errors can be corrected by teaching parents how car seat misuse reduces protection for the child in a crash.

How can child passenger safety advocates help correct and prevent misuse?

Know the basic principles of correct car seat use and pass this information on to parents whenever possible. Know why misuse is dangerous. The Massachusetts Passenger Safety Program offers a two hour training session on recognizing and correcting car seat misuse. Trained advocates can offer car seat checks at local day-care centers. We also lend films, videos and printed materials that teach about child car seat misuse. Guest speakers are available to speak to your group. Contact the Massachusetts Passenger Safety Program at 1-800-CAR-SAFE or (617) 727-1246. □

16mm Films on Child Passenger Safety

Citizen Seat Belt (5-10 year olds) 15 minutes

An entertaining animated story on the hows and whys of seat belt use.

Do You Buckle Up? (8-12 year olds) 8 minutes

Written from a child's viewpoint (slapstick approach). A man refuses to wear a seat belt and is repeatedly in accidents.

Otto The Auto (5-10 year olds) 5 minutes

An animated story that uses space travel to encourage children to use safety belts.

Child Restraints (Adults) 10 minutes

Simulates crashes with dummies. Shows frequent mistakes such as baby in mother's arms, children standing up in car and climbing over seats.

Children in Crashes (Health Care Providers/Parents) 8 minutes

Explains correct child car seat use while featuring crash test footage in which car seats were not fastened properly.

Don't Risk Your Child's Life (Adults/Teenagers) 14 minutes

Contains dramatic footage of crash tests with safety seats for infants and toddlers.

Faces in Crashes (Adults/Teenagers) 10 minutes

Documents facial injuries suffered by children and adults in motor vehicle accidents.

For Jamie (Adults) 24 minutes

A persuasive, detailed story about child auto safety which focuses on children nine months to eight years old.

Life is Precious - Buckle Them In (Health Care Providers/Parents) 14 minutes

Addresses four stages of physical development during which children need different types of passenger restraints: the unborn child, the newborn, the toddler and the older child.

The Perfect Gift (Parents/Grandparents) 22 minutes

Focuses on infant car seats only. Explains how to select and use seats.

Seat Sense (Parents/Health Professionals) 12 minutes

Consequences of child car seat misuse dramatically illustrated through crash testing.

Secure Your Child's Future (Adults/Teenagers) 13 minutes

Details passenger safety for pregnant women and misconceptions about auto safety.

To borrow a film, call (617) 727-1246 or 1-800-CAR-SAFE. Next issue: a summary of child passenger safety videos and slide show presentations. □



Summer MIC Coordinator Joe Mokrisky of Stoughton talks seat belts on the Canton Cable "Main Street" talk show. Crash test dummy Vince was there to help out.

Advocate Profiles from Around the State

AARP 55 Alive/Mature Driving Program

Are retired folks set in their ways? "Not on your life!", says Harry Montgomery and Ed Van Dusen, the Statewide Coordinators for the 55 Alive/Mature Driving Program. With the help of three assistants and 18 instructors statewide, these fellows are getting an increasing number of the one million senior citizens in Massachusetts to "buckle up".

According to Mr. Montgomery, driving is more challenging for seniors than for younger adults because of factors related to the aging process. Decreased hearing and visual acuity and slower reaction times demand that seniors make special adjustments in their driving style. New safety concerns for seniors are introduced at every 55 Alive/Mature Driving class along with the Safe Rides for Long Lives seat belt presentation.

The AARP collaborates with the Massachusetts Passenger Safety Program to recruit instructors and advocates to help promote passenger safety to seniors. For more information, contact the MPSP or AARP 55 Alive/Mature Driving Program at 617/540-5455.

The Massachusetts Nurses Association

The Massachusetts Nurses Association is one of the more aggressive proponents of seat belt use in the state. As pillars of the health care system, nurses are confronted daily with the flesh and bones reality of injury and death statistics from motor vehicle accidents.

In 1986, MNA established a task force out of the Parent Child Health Council to address seat belt issues among their membership. Now, in conjunction with MPSP, nurses can receive additional materials, information and training geared to help them reach specific populations with the life saving message of seat belts. MNA had developed effective promotional materials and is considered a strong ally among seat belt advocates. For more information on the MNA's passenger safety activities, contact Pat Brigham at 617/482-5465.

Summer MIC (continued from page 1)

The campaign focuses on the "101 Critical Days" which span Memorial Day, the Fourth of July and Labor Day, a period marred by a high rate of injury and death from vehicle accidents.

Healthy competition is encouraged among Make-It-Click communities through the "challenge" aspect of the campaign. Special prizes will be awarded to communities with particularly effective safety belt campaigns.

The Summer Make-It-Click Campaign has a positive effect on community spirit. Helping relationships are formed among people and groups that might never have had occasion to unite for a common purpose. The Summer Make-It-Click Campaign has a simple message that, when heeded, brings immediate benefits to a wide range of people. Coordinators will be honored for their work at a recognition ceremony in September. □

MIC Conference (continued from page 1)

• John F. Spears, Corporate Safety Manager of New England Telephone, received the "Individual of the Year" award for his longstanding commitment to passenger safety promotion throughout the state. Spears is also president of the Massachusetts Seat Belt Coalition.

Al Torrisi of the Methuen Police Department received the "Police Officer of the Year" award for the numerous safety belt programs he conducted in Methuen. Torrisi is also active in the Massachusetts Passenger Safety Speakers Bureau and serves as a volunteer Community Seat Belt Coordinator.

The Massachusetts Nurses Association received the "Agency of the Year" award for its nurse education program entitled "Educating for Occupant Protection: A Model for Nursing Involvement." MNA's Occupant Protection Task Force has increased recognition of nurses as health and safety educators.

The Polaroid Corporation received the "Business of the Year" award for promoting passenger safety to its employees through a summertime safety belt fair. The Polaroid Corporation is also a member of the Massachusetts Seat Belt Coalition.

American Cable Systems, Inc. received the "Media Outlet of the Year" award because of its special video productions and programming of public service announcements.

The fifth annual conference on passenger safety was held at the College of the Holy Cross on March 19, 1987. □

Looking For Child Survivors

The "Saved by the Belt Club" is looking for new members, particularly children 12 years or younger who have escaped serious injury or death because they used seat belts or child car seats. Contact MPSP for survivor forms to distribute in your workplace or community.

Who Are We? The Passenger Safety Program Staff

Nancy Carrey-Beaver, Director. Nancy sets the direction and manages the activities of the program. She coordinates networking activities and provides supervision to mini-grant recipients and those working on special projects. Nancy works closely with other passenger safety groups including the Governor's Highway Safety Bureau, the Executive Office of Public Safety, the Massachusetts Passenger Safety Association and the Massachusetts Seat Belt Coalition.

Kim Hesse, Assistant Director. Kim coordinates day-to-day operations of the program as well as the Passenger Safety Speakers Bureau. She adds new audiovisual and print materials to the Resource Center and provides technical assistance to child car seat loan programs. Kim oversees passenger safety educational programs for handicapped and special needs children.

Diane Ricciotti, Training Specialist. Diane conducts training sessions for the Passenger Safety Speakers Bureau and coordinates passenger safety school programs for grades K-12. Diane responds to occupant protection training requests for law enforcement

officers, health professionals and educators. She is also our expert on child car restraints and car seat misuse.

Jerry Januszewski, Communications Specialist. Jerry plans and implements public information campaigns. He coordinates February Passenger Safety Month and the Summer Make-It-Click Campaign. Jerry provides assistance to groups developing press releases, public service announcements, incentive campaigns or safety belt novelties.

Beth Hume, Resource Center Librarian. Beth coordinates all orders for print and audiovisual materials, school curricula, stickers and seat belt kits. She schedules the "Buckle Bear" and "Vince and Larry" costumes. Beth distributes print and audiovisual catalogs and takes appointments for anyone interested in reviewing program materials or research articles in the Resource Center.

Anyone on the MPSP staff is available to provide consultation and technical assistance to groups or individuals requesting information. □

Materials for Child Passenger Safety Promotion

Enforcement Video "Child Passenger Safety: You Can Make The Difference." A ten minute program for law enforcement training and roll calls, that stresses the importance of enforcing the Child Passenger Safety Law. Available in ½" and ¾" videos. For police officers only.

Accident Cards A 4" x 7" practical card for post accident information exchange. Outlines the Child Passenger Safety Law and warns about related driving hazards.

Information Cards A more complete reminder of child passenger safety considerations. This straightforward 3" x 7" card is easy to read and easily distributed by hand.

Blue Police Cards These smaller (2.5" x 3.5") cards outline the basics of the Child Passenger Safety Law and express the police officer's concern for the occupants' overall safety. For police officers only. □

UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Division of Family Health Services.

Massachusetts Passenger Safety Program
Division of Family Health Services
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

**BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637**

Massachusetts Passenger Safety UPDATE

GOVERNMENT DOCUMENTS
COLLECTION

APR 27 1987

University of Massachusetts
Depository Copy

Massachusetts Passenger Safety Program

Winter 1987

Department of Public Health



The Vince & Larry costumes are available for safety belt promotions through MPSP.

New Legislation Update

Five new laws increasing child safety on school buses became effective October 15, 1986, because of bills introduced by the Special Legislative Commission on School Bus Safety. These laws will:

- Increase the maximum fine for illegally passing a school bus from \$100 to \$200; license suspension for repeat offenders. It is illegal to pass in either direction, a school bus which is stopped for loading or unloading passengers and has the warning flashers operating, except when on the opposite side of a divided highway.
- Provide additional classroom instruction in school bus safety practices.
- Require installation of an additional mirror to give the bus driver better vision outside the bus (eliminate blind spots).
- Eliminate by 1989 operation of all school buses built before 1977, when the federal government ordered significant structural improvements in bus safety design.
- It is optional for a community to require safety belts in school buses; but if so required, the safety belts for each passenger must comply with federal safety standards.

(continued on page 3)

Misconceptions About Automatic Protection

The U.S. Department of Transportation has required that ten percent of 1987 model year passenger cars and 25 percent of 1988 cars be equipped with automatic protection. A recent D.O.T. survey shows that most Americans' knowledge of airbags and automatic seat belts is incomplete at best and often totally erroneous. As federally mandated automatic seat belts and airbags become widespread in new cars, new public education efforts are essential to dispel persisting misconceptions about these lifesaving technologies. Here are some of the survey results.

Airbags. While most everyone has heard of airbags (96%), public confusion reigns concerning their reliability as safety devices. Only half of those surveyed said they would rent a car with airbags and two-thirds said they would not be willing to pay as much as an AM/FM stereo radio/cassette (about \$300) for the airbag option in a new car. The most common erroneous beliefs were that the airbag would not inflate when it was supposed to or that it would inflate by mistake, obscuring the driver's view and causing a loss of vehicle control.

Automatic Seat Belts. Sixty percent of all respondents had never heard of automatic belts and only 12 percent had ever ridden in a car so equipped. With so little exposure to the new technology, it's not surprising that, given a choice, only 30 percent of those surveyed preferred automatic belts over manual seat belts. Objections centered on the familiar concerns of inconvenience and fear of entrapment. The public perception is that the automatic belts would be uncomfortable or that they would hinder quick entrance and exit from the vehicle. This is ironic as automatic systems are designed to minimize inconvenience problems. Another erroneous perception is that automatic belts would prevent occupants from manually releasing themselves in an emergency situation. From a passenger safety advocate's point of view, the problem is obvious; the public lacks correct information.

The MPSP lends without charge printed materials, films and videos that address these and other concerns about automatic protection (see "New Materials" section). A stepped up effort to increase awareness of these devices and how they work will lead to quicker acceptance of airbags and automatic seat belts.

Bailus Walker, Jr.
Commissioner of Public Health

Michael S. Dukakis
Governor

Philip W. Johnston
Secretary of Human Services

Liability Crisis Shuts Down Local Car Seat Company

The Collier-Keyworth Company in Gardner, Massachusetts, a manufacturer of child car seats, has sold its Juvenile Products Division. The Company cites high insurance and legal costs from a recent court case (see "Child Car Seat Case") as major factors in the decision to sell. The company which makes the Cuddle Shuttle, Roundtripper and Co-Pilot car seats, stopped production in December, 1986.

The Juvenile Products Manufacturers Association, representing manufacturers and retailers of children's products, has identified three key factors contributing to the liability crisis in the child car seat industry.

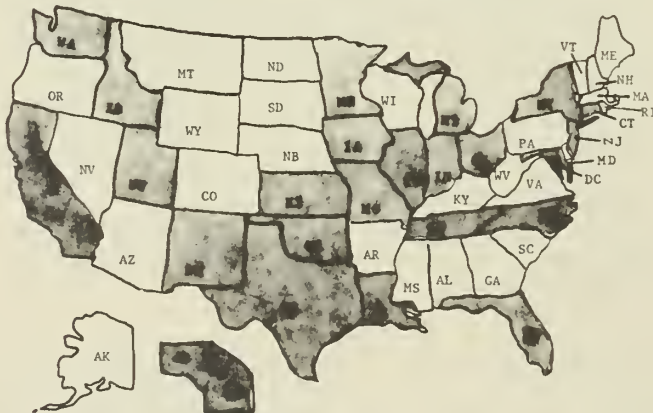
First, child car seats are used in potentially dangerous situations — the motor vehicle crash. There is a greater chance of car seat breakage than for items used in "safe" environments such as cribs and high chairs. Child passenger safety advocates maintain that consumers must retain the right to take legal action when companies produce defective car seats. However, car seat makers are fighting the unreasonable public perception that car seats must be 100 percent effective in every situation. Recent studies show a 71 percent effectiveness rate in preventing deaths when the car seat is used correctly.

Second, most parents do not understand how to properly use child car seats. Even though six out of ten car seats fail to provide adequate protection from injury because of parental misuse, manufacturers are hit with lawsuits even when the crashes were so severe that survival chances were minimal.

Third, quirks in the legal system have exacerbated the problem for manufacturers. These include the "joint and several liability" which requires the most financially well off defendant to pay the settlement even if the other defendant was more at fault. Sympathetic juries are also awarding higher "pain and suffering" settlements than in the past. As more manufacturers try to settle out of court to reduce their legal expenses and avoid high jury awards, insurance costs rise sharply.

Unrealistic expectations of car seat effectiveness, parental misuse and legal impediments all contribute to higher risks and costs for car seat manufacturers. As more companies withdraw from the child car seat business, car seat selection will decline and the cost to the consumer will rise.

Shaded States Have Adult Seat Belt Laws



Child Car Seat Case Awards \$7 Million

In the only child car seat liability case to go to trial to date, a Michigan family has received a \$7 million settlement against the Bobby Mac Company for a 1979 injury to their seven month old baby. This case illustrates liability controversies involving owner misuse, legal impediments and the emotional nature of infant injuries.

The child's car seat was facing rearward in the right front seat when his mother's Pinto was hit from behind while stopped at a light. The car was pushed forward into traffic and was hit by a second car on the front passenger side where the baby was seated. The unbelted mother was thrust to the right, pinning the baby's head between herself and the crushed car door causing permanent brain damage in the child.

At the trial two expert witnesses testified that the manner in which the Bobby Mac 2-in-1 car seat was used contributed to the child's injury. First, the seat was facing rearward even though the baby was taller than recommended by the manufacturer for the rear-facing position. Second, the harness straps were improperly threaded through the upper (rather than lower) slots.

These factors combined to expose the baby's head during the accident resulting in severe brain trauma. Experts testified that correct use of the car seat would have significantly reduced the severity of the child's injuries.

Despite car seat misuse, the car's inability to withstand the impact of the crash and the absence of belt use by the mother, the jury found the car seat manufacturer liable for \$10 million to the family (later reduced to \$7 million). Court procedure prevented the jury from hearing how the mother's negligence had contributed to the child's injury, that the family had been awarded \$1.2 million from one of the other drivers and the state highway department and that the baby's long term care expenses would be covered by the state.

Ironically, the president of the Bobby Mac Company, Quentin MacDonald, was a pioneer in advancing dynamic crash testing for child car seats.

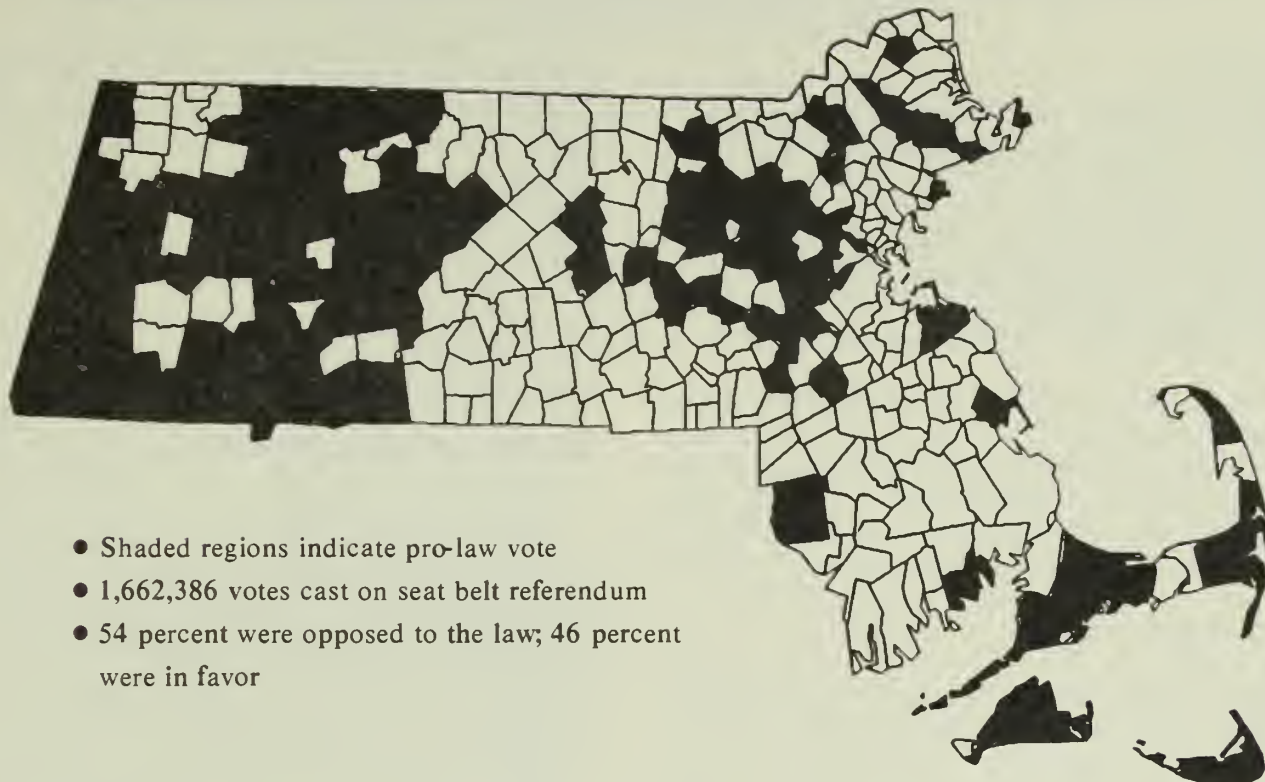
Action Steps for Child Passenger Safety Advocates

The Juvenile Products Manufacturers Association recommends five action steps for child passenger safety advocates.

1. Support tort reform. Eliminate "joint and several liability." Create a fault-based system of liability. Allow the legal defense to be based on government standards rather than public expectations of child car seat effectiveness.
2. Educate the public about child car seat effectiveness and misuse problems.
3. Inform the public how the child car seat liability crisis is increasing car seat costs while decreasing availability.
4. Continue to support efforts to develop car seat improvements.
5. Encourage local highway safety programs.

For more information on the child car seat product liability problem, contact MPSP for a copy of the National Passenger Safety Association July - September newsletter Report.

Massachusetts Referendum Vote on the Seat Belt Law: November 4, 1986



Survivors Enjoy Passenger Safety Month

Five Massachusetts motorists, who say they owe their health and perhaps their lives to seat belts, became the newest members of the state's "Saved by the Belt" Club as Governor Dukakis proclaimed February as Passenger Safety Month and February 8-14 as Child Passenger Safety Week in a ceremony at the State House.

The Governor was joined by seat belt advocates from around the state including law enforcement personnel, business and health care professionals who have made special efforts to promote seat belt use during the month.

Seat belt promotional posters were distributed throughout the state via police departments, healthcare facilities, schools and car seat loan programs. One poster announced Passenger Safety Month and others featured Barbara Mandrell and "Vince and Larry", the test dummies, declaring seat belt messages. Police officers statewide were reminded to make a special effort to enforce the Child Passenger Safety Law. Communities became involved through local proclamation ceremonies and seat belt slogans displayed on business marquees around the state. Boston elementary school students participated in a letter writing campaign urging their parents to buckle up.

The Jordan Marsh Company printed a seat belt slogan in their February billing statement which reaches well over a half million New Englanders. Bradlees Department Stores donated child car seats to loan programs, held car seat sales and displayed seat belt video exhibits.

Many other groups and individuals worked hard to make February a significant time for passenger safety advocacy. Many thanks to one and all. We look forward to working with you year round.

New Legislation Update (continued from page 1)

Recently Governor Michael S. Dukakis signed into law H6547 requiring 7D vehicles (school transportation vans and station wagons carrying eight students or less) to have a distinctive license plate, a fire extinguisher on board and both driver and passengers properly restrained with safety belts. Bills to eliminate standees on buses and to require a special type of stop arm were not approved but have been refiled.

Bills Pending

Bill H375 requiring children between five and ten years old to wear safety belts in any motor vehicle was introduced by State Representative Peter Trombley (D-Waltham). Representative Barbara Gray (R-Framingham) introduced legislation requiring safety belt use by all persons up to age 21 (H1031).

The South Shore Chamber of Commerce filed a bill (S650) designed to give businesses financial incentives to require their employees to use safety belts while driving company or private vehicles on company business. In addition to a ten percent reduction in auto insurance premiums, participating businesses help reduce insurance claims which result in lower medical costs and less work time lost. This bill was filed by Senator Sal Albano (D-Somerville) and was co-sponsored by Representative Suzanne Bump (D-Braintree).

Bill H376 requesting funds for the Governor's Highway Safety Bureau for continuing safety belt education was filed by Representative Frank Woodward (D-Walpole).

New Materials

Audio-Visual

Children in Crashes - This 16mm film is a vastly superior update of the silent film *Children and Infants in Car Crashes*. The new version, with a lively soundtrack, accurately explains correct uses of child car seats while featuring crash test footage in which car seats were not fastened properly. This eight minute film is excellent for day care providers, parents, child health care personnel and anyone who deals with children or parents.

About Air Bags - A ten minute no-nonsense review of the benefits of air bags. Portrays air bags as a complement to seat belts for maximum protection. Convincing testimonies and test films are presented as the technology of air bag deployment is explained. This one-half inch video is appropriate for any driving-age group desiring current air bag information.

Print Materials

A Course on Motor Vehicle Trauma: Instructor's Guide-Final/Users Manual - A curriculum designed for the graduate Public Health School level. It stresses the importance of recognizing highway injuries and fatalities as a major public health problem. The "Final Guide" discusses practical aspects of implementing the course, specific learning objectives, suggested readings, film list, organizational resources and a list of resource people by geographic area. It can be borrowed from the MPSP or the National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161.

SAFE DAYCARE - **SAFE DAYCARE** is a guide for teachers of children ages two to five for preventing injuries in the day care setting. Creating a safe day care environment, reinforcing safety habits with preschoolers, preparing for an emergency situation and teaching parents about child safety are some of the topics covered in **SAFE DAYCARE**. Handouts, a pre-school buckle-up curriculum and a safety flipbook are included in the kit.

Speakers Bureau Training

Anyone interested in joining the Speakers Bureau should contact our office to reserve a space in one of the spring training sessions. To request a speaker, contact our program staff at least two weeks prior to the date of engagement. Training sessions last from 9:30 a.m. to 4:00 p.m. in the following regions:

- Needham - Tuesday, March 31
- Worcester - Friday, April 10
- Springfield - Wednesday, April 15
- New Bedford - Tuesday, April 28
- Peabody - Thursday, April 30

Transportation Safety for Handicapped Children

Since January 1987, the Passenger Safety Program has sponsored five regional trainings on safe transportation for handicapped children. These trainings have included up-to-date information on appropriate passenger restraints for children with disabilities. Methods and adaptive devices used to transport children with special needs are discussed. To register for one of the upcoming trainings, contact the MPSP staff. Training sessions last for three hours and will be held in the following regions:

- Worcester - Thursday, April 9
- Northampton - Thursday, May 14

UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Division of Family Health Services.

Director
Nancy Carrey-Beaver

Communications Specialist
Jerry Januszewski

Health Education Assistant
Diane Ricciotti

Training Specialist
Joanne Gravell

Staff Assistant
Joanne Statures

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Division of Family Health Services
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

MASS. HS30.20 488/spring

Massachusetts Passenger Safety UPDATE

Massachusetts Passenger Safety Program

Spring 1988

Department of Public Health



Public Health Commissioner Dr. Deborah Prothrow-Stith and MPSP's Kim Hesse welcome accident survivor Mary Coburn of Woburn and Coburn's two children, Meredith and Christopher, to the "Saved By the Belt Club."

Foundation Helps Massachusetts Save Lives

The Massachusetts Saving Lives Program has received financial backing from the New York based Commonwealth Fund for innovative and comprehensive community traffic safety education and outreach.

The three-year pilot program, an alliance between the public and private sectors, is the first such partnership for passenger safety in the nation. It has received a grant from the Commonwealth Fund, the Governor's Highway Safety Bureau, the Governor's Alliance Against Drugs, the National Highway Traffic Safety Administration and the National Institute on Alcoholism and Alcohol Abuse.

Twenty-one Massachusetts communities competed for the funds, and grants were awarded to six: Haverhill, Lowell, Marlboro, Medford, Northampton, and Plymouth. A partner in the project, the Center for Health Communication of the Harvard University School of Public Health, will develop a statewide media plan and provide technical assistance to the six communities. The Boston University School of Public Health will help evaluate the program.

con't on page 3 - Saving Lives

Child Law Clarification

Some Massachusetts citizens are confused about the precise requirements of the Child Passenger Safety Law. Most questions concern the age at which children may use safety belts instead of car seats and whether parents can be fined for switching children to belts too soon.

The law reads: "All children twelve years old and under must be securely fastened in a safety belt or properly adjusted car seat when riding in motor vehicles." The intent of the law is to insure that children are restrained in motor vehicles. The wording of the law allows room for parental discretion in deciding when to transfer children from car seats to safety belts.

When answering motorists' questions about the law, passenger safety advocates should know that there is no specific age at which a child must be switched from a car seat to a safety belt. The best indicators are the child's weight and size. Each car seat has occupant height and weight limitations corresponding to the manufacturer's design for maximum safety. The Massachusetts Passenger Safety Program strongly recommends: children 0-20 lbs. should always ride in a car seat rearward facing in the infant position. Children weighing over 20 lbs. should be kept in toddler car seats until they reach the upper weight limit (usually 40 pounds) or the upper height limit (specified by the manufacturer). Rule of thumb: If more than half of a child's head is exposed over the seat's top edge, the child is too tall for the car seat. The age at which a child outgrows a seat can vary from three to six years.

Therefore, police can cite a motorist for violation of the Child Passenger Safety Law only because a child is completely unrestrained, not because a child is in a safety belt instead of a car seat. Still have questions? Call 1-800-CAR-SAFE, 9 A.M. - 5 P.M., Monday through Friday.



**Lifesavers 6
Conference a
Success!
Photos page 4.**

Michael S. Dukakis
Governor

Deborah Prothrow-Stith, M.D.
Commissioner

Philip W. Johnston
Secretary of Human Services

Lifesavers 6 Attendees Share Expertise

The Lifesavers 6 National Conference on Occupant Protection and Alcohol Countermeasures, which took place March 17-19 at the Hynes Convention Center and the Sheraton Hotel in Boston, was the best attended Lifesavers Conference ever. Traffic safety experts from the U.S. and abroad gathered to share information and strategies with their peers in a relaxed and stimulating atmosphere.

Thirty-five organizations participated in the safety exhibition which included a "parade" of traffic safety mascots. New England's Buckle-Up Bear and crash test dummies Vince and Larry were among the dozen promotional characters making the scene.

Fifty-three workshops spanning enforcement, strategic marketing and research concerns kept attendees busy for the three-day meeting. Audio tapes of workshop sessions are available on loan through the Massachusetts Passenger Safety Program. To borrow any tapes listed below, contact Beth Hume at (617) 727-1246.

Achieving 70% Usage by 1990: Enacting and Expanding Occupant Protection Legislation. Focus on current state legislative initiatives and trends in safety belt and child restraint use. (#6)

Achieving 70% Usage by 1990: Impact of Belt Laws. Adoption of state laws is the first step towards increased belt use and reduction of injuries and fatalities. The public and legislators are looking to see what results the belt laws produce. This session examines early trends in the impact of those laws and discusses issues associated with documenting the efforts. (#44)

What's Coming Down the Pike in the Research Arena — Quick Updates. Recent, ongoing and forthcoming NHTSA research in behavioral aspects of traffic safety. (#12)



Workshop speaker and Methuen Safety Officer Al Torrisi makes a point about child passenger safety law enforcement.

Achieving 70% Usage by 1990: Part I Enforcement Issues and Your Program. What can you expect to achieve with enforcement? How do police managers manage? Officer training, attitudes and motivation. Combined enforcement and education programs. (#20)

Achieving 70% Usage by 1990: Part 2 Enforcement Issues and Your Program. For those involved in policy and long range program development. Issues faced by state/community level managers, planners and decision makers. (#52)

Getting Kids 0-6 Buckled Up. What Makes Programs Work. Discussion of successful models used to educate and raise awareness among children, parents, educators, and other community members. (#46)

Automatic Crash Protection. Update on FMVSS 208 and its future impact. Now that FMVSS is on the way to full implementation, what does the future hold? (#23)

Automatic Crash Protection. 40% of the 1989 model year automobile fleet will be equipped with passive restraints. What kinds of systems are out there, what have been the results to date of these systems, and what do program managers need to do to help sell the public? (#45)

Selling Occupant Protection as a Health and Wellness Issue Using Health Data Perspectives. Helping policy makers and the public understand the benefits of occupant protection laws and programs using health and wellness data. (#33)

Marketing Your Program. How to sell your highway safety program like McDonald's sells their hamburgers. (#36)

Special Groups: Teens and Young Adults are among the most difficult groups to educate and motivate about the importance of safety belts, child safety seats and automatic crash protection. Innovative approaches developed for teens and young adults at the state and local levels will be highlighted. (#53)

Community Traffic Safety Programs are recognized by federal and state agencies as an effective process in combating motor vehicle related injury and death. What are community traffic safety programs? What are the advantages and disadvantages, and the barriers impeding their success? (#24)

Speakers Bureau Training

Everything you need to know to speak to groups about passenger safety. One day training. Contact 1-800-CAR-SAFE to reserve a place.

- West Stockbridge - Mid-June

Safety Belt Training for Educators

The Massachusetts Passenger Safety Program (MPSP), in collaboration with the Statewide Comprehensive Injury Prevention Program (SCIPP), is conducting Injury Prevention In-service Trainings in Massachusetts school districts. This training is designed to establish a network of educators (school administrators, teachers, health educators, school nurses and safety officers) who are actively guiding students toward healthy passenger safety habits.

"Public education has always been our main strategy to increase belt use in Massachusetts," said MPSP director Nancy Carrey-Beaver.

Trainings provide educators with essential background safety information and classroom materials such as grade-appropriate curricula, films and videos, and suggestions for fun learning activities.

Since June 1987, over 100 educators have attended the trainings held in Fall River, Haverhill, Lawrence, Malden, Peabody and Somerville. To schedule a training in your community, contact Diane Ricciotti at 1-800-CAR-SAFE.

MPSP is developing an interactive seat belt video for pre-teens, ages 9-12. Teachers will use the engaging video, available September 1988, to "trigger" classroom discussion about seat belts and to help students make personal decisions to use seat belts.

Summer Make-It-Click Volunteers Needed

Want to make your community a safer one? The Massachusetts Passenger Safety Program (MPSP) is looking for coordinators for the 1988 Summer Make-It-Click Campaign. Coordinators help bring the safety belt message to people in their own communities during the 101 days between Memorial Day and Labor Day when deaths and injuries from motor vehicle crashes soar.

Traffic safety is not the first thing on most motorists' minds during the summer months. Sunshine and good times abound as residents and tourists travel Massachusetts roads in search of recreation and adventure. But for the hundreds of people killed or injured in car crashes, the 101 days of summer will be tragic and painful.

The MPSP provides coordinators with special training, materials, consultation and ideas to conduct seat belt promotions. Anyone interested in joining us this year should contact Kim Hesse at 1-800-CAR-SAFE.

Saving Lives (con't from page 1)

The Saving Lives Program is designed to reduce deaths and disabling injuries from car crashes by strengthening each community's sense of responsibility for using automobiles safely. The program emphasizes education and outreach to foster strong social attitudes and public pressure to drive sober and safely and to use safety belts correctly.

Each community is establishing a Saving Lives Task Force to coordinate local activities and design specific programs. The task forces are comprised of representatives from local businesses, schools, media, and law enforcement personnel. The program is supervised by the Governor's Highway Safety Bureau; Tom McGovern and Caroline Hymoff.



This child passenger safety poster appeared in MBTA trains during February and March.

February Awareness Observances

For safety advocates, Passenger Safety Month (February) and Child Passenger Safety Week (February 7-13) were excellent opportunities to spark "seat belt sizzle"; that is, to bring the lifesaving message squarely before the public eye. Many activities took place in Massachusetts during these awareness observances.

A dozen organizations, collectively called the Massachusetts Partnership for Safety, spotlighted safety belt and drunk driving issues for over 1300 visitors in an exhibition at the State House in Boston. Police officers, teachers and health care personnel around the state made public proclamations, appeared on radio talk shows and involved students in creative safety belt projects.

The subway cars on Boston's Red, Orange and Blue lines displayed child passenger safety posters. Newspapers around the state featured articles and advertisements that highlighted child passenger safety.

Students at the Windmill County Day School decorated buckle-up valentines by hand and sent them to family members. Patricia McCarthy, a school nurse from Warren Elementary School, and Lee Blackburn, a safety officer from Lakeville, surveyed school children to determine reasons for not using safety belts.

Public Health Commissioner, Dr. Deborah Prothrow-Stith, presented awards to Mary Coburn of Woburn and her two children, Meredith (three years) and Christopher (six months), welcoming them to the "Saved By The Belt" Club. The threesome recently survived an accident in which their car veered off an icy road and flipped into a ditch. Although they temporarily dangled upside down in the totaled car, all occupants walked away from the wreck without a scratch, thanks to safety belts and a properly installed car seat.

The Massachusetts Passenger Safety Program (MPSP) enjoys hearing about safety belt promotions around the state and encourages individuals and organizations to keep us abreast of current activities. The MPSP staff is willing to help any person or group develop safety belt promotions.

Buckle-Up America Week, May 23-27, is also an excellent time to promote safety belt and car seat use in your community. Contact MPSP for information.

Vince and Larry, the crash test dummies, dance the night away with Snap Dragon, the safety mascot from West Virginia.



Lifesavers 6 Conference a Success!



Major Trauma vows to get you if you don't buckle up.



Governor's Highway Safety Bureau's Terry Schiavone confers with NHTSA's Mario Damiatà before a workshop on community programs.



MPSP Director Nancy Carrey-Beaver moderates a workshop on child passenger safety programs.

New Materials

Buckle-Up ... And Do It Right! (adults) 14 minutes.
This VHS video, produced by Physicians for Automotive Safety, reinforces correct seat belt use for groups already sympathetic to safety issues.

Seat Belts and the Family: Shattering Some Myths (adults) 15 minutes.

For non-belt wearers, this VHS video gives compelling reasons for everyone to wear seat belts, especially pregnant women and parents. Produced by General Motors and the American Medical Association.

Buckle-Up Bear Coloring Book (preschool - first grade).
This old favorite has been revised to reflect the updated Child Passenger Safety Law. Contains new characters and illustrations.

Lifesavers 6 Conference audio tapes See article-page 2

UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Division of Child and Adolescent Health Programs.

Director
Nancy Carrey-Beaver

Assistant Director
Kim Hesse

Communications Specialist
Jerry Januszewski

Training Specialist
Diane Ricciotti

Staff Assistant
Joanne Statires

Editorial Assistant
Sheila Zellers

FAREWELL AND SAFE TRAVELS TO JERRY JANUSZEWSKI

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Division of Child and Adolescent Health Programs
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

Leonard Adams
Govt. Documents Collection
University Library
University of Massachusetts
Amherst, MA 01003

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

A Funded Project of the Governor's Highway Safety Bureau.

Massachusetts Passenger Safety UPDATE

Massachusetts Passenger Safety Program

Fall 1988

Department of Public Health

Ready ... camera ... action!

The Massachusetts Passenger Safety Program is in the movie business. We just finished producing a new educational video called, "It's Up to You!"

The six-and-a-half minute interactive video, technically referred to as a "trigger video" because it contains stop points, is designed to encourage positive decision making skills about safety belt use among pre-teens. Since the pre-teen years are when most children begin to make decisions for themselves, this video is particularly effective. It gives students the opportunity to voice their opinions at designated stop points.

When using the video, each elementary/middle school teacher will have to set aside 30-40 minutes of class time to allow for discussion at each of the three stop points. During these discussions, the students will focus on situations faced by the video's main character, Mike.

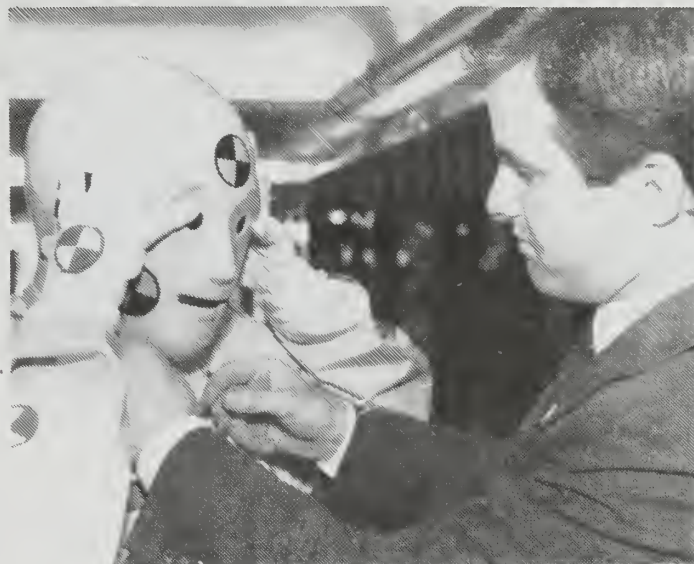
Before developing this production, focus group interviews were held in five communities with students and teachers. The main objective of the interviews was to better understand questions and concerns that pre-teens have about safety belts.

Of the fourth and fifth grade students interviewed, virtually all of them disliked the idea of being confined in a car. In general, these students were less likely to wear safety belts on short trips. Many students feared being trapped in a burning vehicle by a safety belt. When asked if they would tell another person to buckle up, in two out of four schools the majority of students said yes. Interestingly, however, the numbers dropped sharply for telling father or an older sibling to wear a safety belt.

Teachers were asked how often they taught safety belt lessons in class. Of those surveyed, all felt that safety belt use was an important subject and that their students would be receptive to it, but only one admitted to teaching the subject.

The findings of both these interviews were incorporated into our video production and a teachers' guide. These two teaching tools are now available on loan from the

(cont'd on page 3 - New Video)



Dr. Matthew Guerrero assists a Danvers high school student with her crash dummy costume during a safety belt presentation - part of Danvers' Make-It-Click activities this past summer.

Make-It-Click Campaign comes to a close

The annual summer Make-It-Click Campaign was a great success this year. The campaign which is designed to encourage people to buckle up on every ride and to use child safety seats correctly, involved 32 Massachusetts communities this year.

On May 31, the Make-It-Click Kick-off/Coordinator Training was held at the Criminal Justice Training Council Headquarters in Needham. Two crash survivors, a mother and her son, were on hand for the kick-off. All of the Make-It-Click Coordinators had their pictures taken with survivors Susan Carey, her eighteen-month-old son Brendon, and crash dummies Vince and Larry.

Northampton Mayor David Musante, Jr. got the Make-It-Click ball rolling by issuing a challenge to all mayors and town leaders to conduct community safety belt education programs.

Sponsors of this year's campaign included the Massachusetts Seat Belt Coalition, the Executive Office of Public Safety, the National Highway Traffic Safety Administration, the Governor's Highway Safety Bureau and the Massachusetts Passenger Safety Program (MPSP).

(cont'd on page 3 - Make-It-Click Campaign)

Michael S. Dukakis
Governor

Deborah Prothrow-Stith, M.D.
Commissioner

Philip W. Johnston
Secretary of Human Services

Child passenger safety law implementation activities

On August 12, 1987, the Massachusetts Expanded Child Passenger Safety Law went into effect. This revision of the 1981 Child Passenger Safety Law extended the age of coverage from five to twelve years old. Passage of the expanded law has created an opportunity for proponents to rekindle enthusiasm for passenger safety, particularly for younger children.

Children and adolescents are at high risk of injury and death as motor vehicle occupants. The 1981 Child Passenger Safety Law in Massachusetts was effective in reducing the overall number of injuries and in saving lives for the legislated population at the time — children 5 years of age and under — by significantly increasing usage of car safety seats and safety belts. We're hoping that the effects of the new expanded law will be equally impressive. That's why we've been striving to heighten pre-teens', teenagers', parents', school administrators', professionals' and the general public's awareness of the benefits of safety belt use for children and teenagers.

Just after the passage of the law, a number of statewide and local activities were undertaken to bring this new information to Massachusetts citizens:

- The development and statewide distribution of new print materials such as accident cards, police advisory cards and information cards;
- Outreach to school systems in selected communities in collaboration with health education curriculum specialists, school nurses and teachers;
- Teacher in-service trainings in collaboration with the Statewide Comprehensive Injury Prevention Program (SCIPP);
- Promotion of the expanded law at the local and regional levels; and
- Collaboration with networking groups.

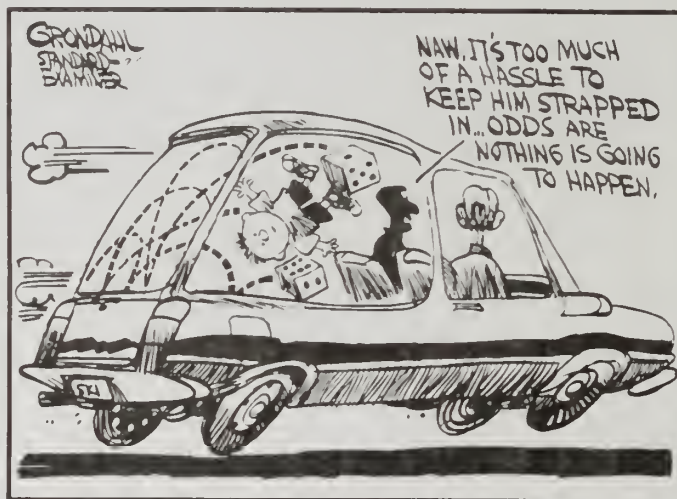
Special Announcements

LifeSavers/7 - National Conference on
Highway Safety Priorities
will be held April 9-12, 1989
in Cincinnati, Ohio

Nurses Speakers Bureau Training
for more information call
(617) 727-1246 or 1-800-CAR-SAFE

Along with these promotion activities, several safety belt observation surveys were conducted. In August 1987, a parking lot survey was conducted. It was learned that 87% of those surveyed knew that Massachusetts had a mandatory safety belt law for children, but only 45% of those surveyed realized that children 12 and under must be restrained. When asked how they felt about a mandatory safety belt law for children 12 and younger, 73.5% of the people were in favor of such a law.

Another parking lot survey is planned for December 1988 to assess if there has been a change in usage for the legislated population.



One year mini-grant program wraps up Recipients accomplish a lot

A year long mini-grant program is winding down. Since September 1987, the Massachusetts Passenger Safety Program has funded four organizations to conduct innovative passenger safety projects. The four organizations are the American Red Cross, the Massachusetts Nurses Association (MNA), the South Shore Safety Officers League (SSOL) and the American Academy of Pediatrics - Massachusetts Chapter (AAP). These organizations have developed a wide array of materials to reach people on the issue of occupant safety.

The South Shore Safety Officers League

- Put together a guide for parents which includes information on child safety seats, safety belts and passive restraints.
- Developed stickers for elementary school children.
- Prepared folders for elementary school teachers to supplement presentations by safety officers. Folders include a 2-page teacher outline, an evaluation, a parent guide and stickers.

The American Red Cross

- Conducted an extensive school program covering seven Red Cross Regions in eastern Massachusetts (73 communities). Educational programs in schools (K-12) and

(cont'd on page 4 - mini-grants)

Safety Officers become master instructors

Two members of the Massachusetts Safety Officers League are now National Master Instructors in occupant protection. There are presently 120 Master Instructors throughout the country. Safety Officers Bill Yanco of the Wellesley Police Department and Peter Bates of the Medway Police Department are the first two officers from Massachusetts to become members of this special group.

To become members, both had to complete a week-long training seminar at the Transportation Safety Institute in Oklahoma City. The seminar, which was put on by the National Highway Traffic Safety Administration for the nation's traffic law enforcement personnel, was designed to promote use of occupant protection devices by police officers and to promote the officers' effective enforcement of occupant protection laws.

Yanco and Bates were selected by the state to take part in the training because of their strong commitment to occupant protection and traffic safety. Both are members of the Passenger Safety Program's Speakers Bureau on safety belt use and are on the Massachusetts Safety Officers League Board of Directors. They also served on the planning committee for the LifeSavers 6 Conference held in Boston last March.

"These two men are genuine advocates of occupant protection," said Mario Damiata of the National Highway Traffic Safety Administration. "They have been very active and innovative in encouraging the use of safety belts and child safety seats in Massachusetts."

Yanco and Bates, along with 21 other police officers from across the country who attended the training, were provided with a great deal of information about occupant protection. This included a discussion on police officers' personal values and perceptions about motor vehicle occupant protection devices, occupant protection laws and enforcement responsibilities and strategies.

Officers Yanco and Bates were sponsored by their local police departments, the Governor's Highway Safety Bureau and the National Highway Traffic Safety Administration.

"As a result of this course we hope to achieve two things. We want law enforcement personnel to understand the benefits of safety belts and how important it is that they personally buckle up. We also want to make police officers sensitive to safety belt use via enforcement of established laws and town passenger safety laws. Eventually, we want all officers who attend the training to become advocates of safety belt use in their communities," concluded Damiata.

(New Video - cont'd from page 1)

Massachusetts Passenger Safety Program. To borrow a copy contact:

*Beth Hume, Resource Center Coordinator
Massachusetts Passenger Safety Program
1-800-CAR-SAFE or (617) 727-1246*

(Make-It-Click Campaign - cont'd from page 1)

MPSP also acted as consultants for the communities conducting safety belt awareness campaigns.

Make-It-Click is a national campaign focusing on the 101 critical days of summer (Memorial Day to Labor Day), which is traditionally a period marred by a high incidence of injuries and deaths caused by motor vehicle accidents. It was initiated by the National Safety Council's Women's Division in 1981. Massachusetts has taken part in the campaign since 1983.

Even though the official campaign came to a close Labor Day, we're encouraging all communities to continue promoting occupant protection year-round.



Cap Cod Hospital teamed up with Hyannis Make-It-Click Coordinator Debbie Hill and handed out buckle up t-shirts to all hospital new borns.



Buckle Bear poses for a picture with two friends from Plymouth, Nathan, 3, and Nicolas, 6, during Plymouth Awareness Day. (Photo courtesy of Plymouth Current - Photographer Dave Sullivan)

(Mini-Grants - con't from page 2)

follow-up workshops with parent and community groups were conducted by trained volunteers.

The Massachusetts Nurses Association

- Disseminated passenger safety materials to MNA members including a colorful enameled pin used to recognize nurses involved in passenger safety.
- Incorporated passenger safety activities into daily nursing practice through the development of a modular slide/tape presentation on the nurse's role in passenger safety.
- Developed a safety belt training program specifically for nurses.

The American Academy of Pediatrics

- Developed a parking lot sign which is being distributed to Massachusetts pediatricians upon request.
- Developed a brochure on child passenger safety from a pediatrician's point of view.

The selection of grant recipients was based on factors such as innovativeness, utilization of a combination of strategies, involvement of more than one organization member and potential for long-term integration into the organization's activities.

The program officially ends this month, but some of these organizations plan to continue promoting the importance of safety belt and child safety seat use.

In next issue:

- Questions and answers about rear lap belts
- Highlights from Make-It-Click Recognition Ceremony
- The first in a two part series on booster seats

Recalls:

(Reprinted from *FOCUS*, an injury prevention quarterly, The Dartmouth Medical School, Injury Prevention Resource and Research Center Newsletter, Vol. 4, No. 1, Spring 1988.)

Strollee "Quick Click 605" Booster Seats

Sold by Sears, Roebuck and Company between February and July 1986, the shoulder harness buckle of these carriers may disengage, allowing the child to fall from the seat. Six cases were reported as of October 1987. These carriers retailed for about \$40.00 and the cartons had the stock number 82595 on the side. Contact the manufacturer (D & R Industries, Inc., 7111 Capitol Drive, Lincolnwood, IL 60656) for free replacement details at 1-800-323-2852. In Illinois, Hawaii and Alaska call collect (312) 677-3200.

UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Division of Parent, Child and Adolescent Health.

Director
Nancy Carrey-Beaver

Assistant Director
Kim Hesse

Communications Specialist
Marjorie Seus

Training Specialist
Diane Ricciotti

Staff Assistant
Joanne Statires

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Bureau of Parent, Child and Adolescent Health
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

Leonard Adams
Govt. Documents Collection
University Library
University of Massachusetts
Amherst, MA 01003

A Funded Project of the Governor's Highway Safety Bureau.

Massachusetts **PASSENGER SAFETY**

Update

Massachusetts Passenger Safety Program

Winter 1989

Department of Public Health

Massachusetts honors community safety belt campaign coordinators



Reverend Alexander Jamison of Pittsfield accepts award for first place in Make-It-Click Mayoral Challenge.

In a ceremony at the Wellesley Town Hall in October, Director of the Massachusetts Governor's Highway Safety Bureau Terrance Schiavone recognized the efforts of community coordinators across the state who participated in the Make-It-Click Campaign, a summer campaign promoting safety belt use during the busy travel season.

"We are pleased with the work these leaders have done in informing citizens about the benefits of safety belts," said Schiavone. "Since the passage of the Expanded Child Passenger Safety Law, which covers children through the age of 12, the work of community coordinators has become increasingly important. Their efforts enable us to reach more people with news of this expanded law."

A special feature of the Make-It-Click Campaign was the Mayoral Challenge in which several communities competed for a \$1,000 grant. Newton Mayor Ted Mann representing Northampton Mayor David B. Musante, Jr., who issued the challenge, awarded the grant to Pittsfield Coordinator Reverend Alexander Jamison and his co-

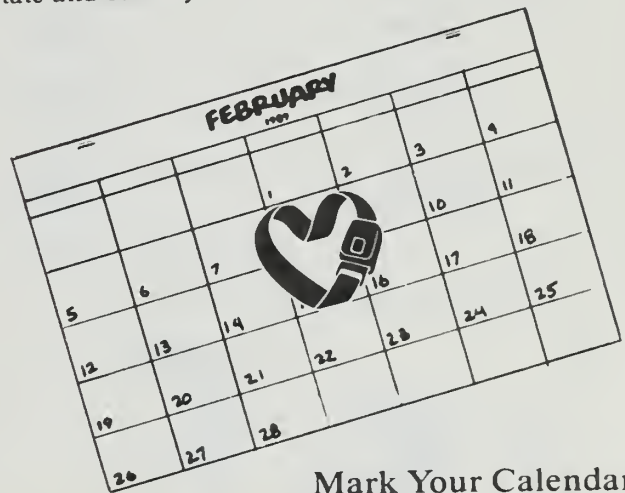
(cont'd on page 2 Honored Communities)

Nurses and police to team up

Nurses from East Bridgewater Home Health Agency, St. Luke's Hospital in New Bedford and Stoughton's Goddard Memorial Hospital all have something in common. They will be working with their local police departments to conduct innovative passenger safety programs.

The Massachusetts Passenger Safety Program has awarded grants to these three organizations in an effort to increase the effectiveness of the Child Passenger Safety Law, which requires all children 12 and under to be properly restrained in motor vehicles. Because nurses and police frequently work with people who are seriously injured in car crashes, they are in an excellent position to teach and reinforce knowledge, attitudes and beliefs concerning the importance of obeying this law.

These one-year projects are designed to improve credibility of child passenger safety as an important law. They are unique because they combine the efforts of nursing organizations with their local police departments, thus coupling education and awareness of the Child Passenger Safety Law with strict enforcement. These projects may serve as models for other organizations in the state and country.



Mark Your Calendars

February is Passenger Safety Month!

(February 12 - 18 is Child Passenger Safety Week)

Dr. Deborah Prothrow-Stith
Commissioner of Public Health

Philip W. Johnston
Secretary of Human Services

Michael S. Dukakis
Governor



An honorable mention was given to Leominster Coordinator Keith Lauer.

(Honored Communities - cont'd from page 1)

worker Leslie Orton-Mahar. "Together, Jamison and Orton-Mahar went that extra mile in spreading the buckle-up message to their community," commented Mann.

Terrance Schiavone awarded Robert Steere of Hudson a plaque for placing second in this year's challenge competition. An honorable mention was given to Keith Lauer of Leominster who did not take part in the challenge, but nonetheless, still made some outstanding contributions to this year's Make-It-Click Campaign. "It was very difficult to choose winners from this year's coordinators because everyone did such a great job," added Schiavone.

Public Health Commissioner Deborah Prothrow-Stith pointed out that, although the Make-It-Click Campaign has officially ended, motor vehicle travel hasn't stopped being hazardous and the importance of promoting safety belts hasn't decreased.

"It's encouraging to know that many of the community coordinators are continuing their safety belt programs throughout the year," she stated. "Involvement at the local level has been essential to the summer campaign's success and, in the long run, helps to reduce the number of unnecessary deaths and injuries on our highways."

The Make-It-Click Campaign involved 32 communities and focused on the period between Memorial Day and Labor Day, typically a time when the motor vehicle accident rate increases. The campaign, which was coordinated at the state level by the Massachusetts Department of Public Health's Passenger Safety Program was cosponsored by the Governor's Highway Safety Bureau, the National Highway Traffic Safety Administration, the Massachusetts Passenger Seat Belt Coalition and the Executive Office of Public Safety.

We'd like to thank all of this year's coordinators for a job well done and encourage them to keep up the good work year round.

Debra West
Amherst

Donna L. Moultrup
Belmont

William J. Thibault Jr.
Blackstone

Richard A. Reidy
Chicopee

Curtis Grey Dow
Duxbury

Robert J. Steere
Hudson

W. Lee Blackburn
Lakeville

Keith Lauer
Leominster

Kim Craven *
Lowell

Stephanie Sullivan*
Medford

Lt. James M. O'Donnell
Newton

Mary Connolly
North Easton

Leslie Orton-Mahar
Reverend Alexander Jameson
Pittsfield

Joeseph Veno
Reading

Bill Yanco
Wellesley

Raymond V. Peachy
Westford

*Saving Lives Coordinators

David McKenna
Arlington

Michael A. Tammaro
Billerica

Rosa Navas
Boston

Dr. Matthew J. Guerrero
Danvers

James Sullivan Jr.
Hamilton

Deborah Hill
Hyannis

Nancy Malossini
Chief David W. Berkel
Lenox

Officer Andrew L. Morace
Longmeadow

Alison Hart*
Marlboro

Peter Bates
Medway

Wenday Foxmyn*
Northampton

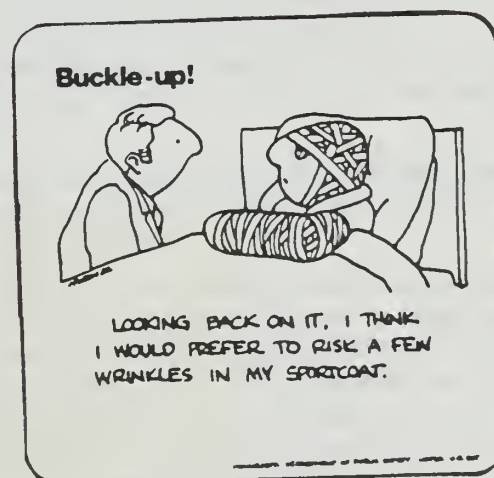
Norma Herig
Norwood

Kristula K. Piekarski*
Plymouth

Charles E. Coldwell
Tewksbury

James Foley
Wenham

Chief Linda Hammond
Williamsburg



Rear-seat lap belts

Due to the recent controversy over rear lap belts, we thought you might be interested in learning more about how effective they really are. The following question and answer report was compiled from information provided by the National Highway Traffic Safety Administration and should help to alleviate some of the fears or doubts you may have.

Q. How many deaths were prevented by lap belts in the rear seats?

A. Current national figures indicate that only 16% of rear-seat passengers buckle up. It is estimated that lap belts saved about 100 lives and prevented more than 1,500 serious injuries in 1987.

Q. How many people die each year using lap belts in the rear seat?

A. The number of deaths involving lap-belted occupants is not an accurate measure of belt effectiveness because it does not differentiate between motorists who wear their belts properly and those who don't.

In 1987, 2,077 rear-seat passengers died in crashes. Of these, roughly 18% were belted and 82% were unrestrained. These figures clearly indicate that the non-use of rear-seat lap belts may increase a passenger's chance of death.

Q. How many deaths could have been prevented by lap belts in the rear seat?

A. If belt use were 100%, lap belts would have saved an estimated 660 lives and prevented more than 10,000 serious injuries.

Q. What is the distribution of occupant fatalities, by seating position?

A. Seat Position	% of Total Fatalities
Driver	68
Center Front	1
Right Front	23
Left Rear	3
Center Rear	1
Right Rear	4

Source: National Highway Traffic Safety Administration 1987 Fatal Accident Reporting System

Q. In what types of accidents do rear-seat lap belts work well?

A. Rear-seat belts are most effective in nonfrontal crashes because unrestrained rear-seat occupants are fairly well protected in frontal crashes.

Q. Rear lap belts have been called "killer belts" in some recent television reports and news articles which

claim that shoulder belts are needed in the back seat. Do lap belts, without shoulder belts, do more harm than good?

A. When they are worn correctly (across the hips), safety belts of any type in all seating positions dramatically increase the odds of surviving a crash. The fatality risk of belted back-seat passengers using lap belts only is estimated to be 24% to 40% lower than that of unbelted back-seat passengers. Within the next two years, the additional protection of shoulder belts in rear seats should be available in all new cars sold in the U.S.

Q. A 1986 National Transportation Safety Board report was very critical of rear lap belts. What is your response to this report?

A. The NTSB study is the result of a specific search for cases in which belts failed. It excludes consideration of cases in which lap belts prevented serious injury or death. In addition, NTSB considered only 26 cases in which belts failed, and admitted that "the small size of the sample in this study means that no statistically valid conclusions can be drawn from it."

Overall conclusions from various studies indicate that passengers are better off using rear-seat belts than traveling unbelted.

Q. Why has there been so little effort to encourage the public to have rear three-point belts installed in rear-seats — especially since the anchorage points required for three-point belts are mandatory in every vehicle?

A. Most automobile manufacturers either supply rear three-point belts for many of their vehicles, or are planning to. By 1990, most automobiles manufactured in the U.S. will be equipped with rear-seat three-point belts.

There has also been little effort to encourage installation of three-point belts because it is generally very inefficient and costly to have safety equipment retrofitted after a car has left the dealer. (It costs approximately \$200 to \$300 to have three-point belts installed in the rear outboard seats of a typical passenger car). Motorists who are interested in obtaining information about having their cars retrofitted can do so through the National Highway Traffic Safety Administration Auto Safety Hotline at 1-800-424-9393, and other consumer-information sources.

Our priority concern is that more people use the safety belts that are already in their cars, and use them correctly.

Q. Some dealers say they're afraid of the liability problems that would stem from retrofitting rear belts. Are these concerns legitimate?

A. Dealers may fear that installing a lap/shoulder belt retrofit kit will make them liable for subsequent injury claims.

However, dealers would be just as liable for the defective installation of brake parts, tire replacement or repairs to the steering control panel, for example. Thus, while the concerns may be legitimate, they put dealers at no greater risk than they already assume in the day-to-day routine of the dealership repair business.

The latest on booster seats

This is the first in a two part series about booster seats. It explains what a booster seat is and provides some early history about the seat's introduction onto the American market. Part II, which will appear in the Spring issue of UPDATE, will focus on two main concerns parents have about booster seats.

As most of you are aware, Massachusetts state law requires all children 12 and under to be secured in an occupant protection device while they're riding in a motor vehicle.

For a quick review, there are four types of restraint devices designed for children. Children begin their lives riding in infant safety seats or convertible seats in the infant position, facing rearward. When they reach approximately 20 pounds and can sit up on their own, they should ride in a toddler seat or convertible seat in the toddler position, facing forward. After children outgrow these seats, there is often an in-between stage when they are too small to fit snugly in a safety belt but too big for a toddler seat. At this point, children may require a booster seat.

Booster seats are safety seats without backs or sides which are ideally designed for larger children weighing 40-70 pounds. Some booster seat models have minimum weight limits as low as 20 pounds. As a result, there is sometimes confusion about the best way to restrain a child in the 20-40 pound range. It is best to keep a child in a toddler seat until the child reaches the upper weight/height limit stated in the toddler seat instruction manual. Parents can also determine if a child has outgrown the safety seat if the child's ears come above it or his/her shoulders grow too wide for it.

The first booster seats on the American market were designed to be used with either the vehicle lap/shoulder belt combination or with a lap belt and harness to provide upper body restraint. The harness had to be secured by a tether strap which was usually anchored to the window

shelf behind the rear seat just like tethered toddler seats. Since many parents weren't using the harnesses or lap/shoulder belt combinations correctly, manufacturers began to produce boosters with low body shields. Even though these body shields do provide some upper body restraint, they are not as effective as the harness-type booster or lap/shoulder combination when they are used correctly.

With one exception, all boosters being manufactured today are of the shield-type. (Volvo produces one to be used only with a lap/shoulder belt.) Parents cannot buy a harness-type booster unless they are able to obtain it directly from the manufacturer.

Parents should be advised that if they borrow a friend's or purchase a secondhand harness-type booster it should be carefully inspected to make sure that it doesn't have any broken or missing parts. Also, be sure that it was never involved in a crash. *The Massachusetts Passenger Safety Program urges you not to purchase a secondhand seat unless you know the history of it.*



UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Bureau of Parent, Child and Adolescent Health.

Director
Nancy Carrey-Beaver

Assistant Director
Kim Hesse

Communications Specialist
Marjorie Seus

Training Specialist
Diane Ricciotti

Staff Assistant
Joanne Statires

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Bureau of Parent, Child and Adolescent Health
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

A Funded Project of the Governor's Highway Safety Bureau.

Massachusetts **PASSENGER SAFETY**

Update

Massachusetts Passenger Safety Program

Spring 1989

Department of Public Health

Safety belts reduce head injuries

Massachusetts Head Injury Association files new safety belt law

Over 50% of all head injuries are caused by motor vehicle crashes. In Massachusetts each year, roughly 6,000 people are head-injured in car crashes. Because using safety belts reduces or prevents injury and disablement, the Massachusetts Head Injury Association (MHIA) filed a bill to reinstate a universal safety belt law in the Commonwealth.

The MHIA is arguing for the law partly due to findings by the Massachusetts Registry of Motor Vehicles that indicate overall occupant injuries dipped in 1986, when safety belt use rose slightly as a result of the Massachusetts Safety Belt Law. Occupant injuries declined from 78,564 in January through November 1985 to 61,592 injuries during the same period in 1986 when the law was in effect. Safety belt usage fell and injuries rose again to 68,072 between January and November 1987 after the law's repeal.

"Traumatic brain injuries in Massachusetts cost over \$150 million dollars with most injuries occurring to persons under 44 years of age," noted Jean Bush, former

(cont'd on page 3 - Safety belt law)

Recognizing local students during Buckle-Up America Week

Students from Quincy and Worcester who took part in a passenger safety activity in February will be honored as part of the Kick-off Ceremony for Buckle-Up America Week (May 22 - May 29).

The Kick-off is being held on May 22 at Boston City Hall Plaza from noon to one o'clock. Both Governor Michael S. Dukakis and Boston Mayor Raymond L. Flynn have been invited to take part in the event.

Other celebrities expected to be on hand are Buckle Bear and Car Crash Dummies Vince and Larry. The Convincer (a car crash simulator) will be available for anyone interested in taking a "stimulating" ride.

If you are interested in hearing more about the Kick-off or Buckle-Up America Week, please call Marjorie Seus at 1-800-CAR-SAFE.

Everyone is welcome. Hope to see you there!



Car crash survivors Barry Sullivan of North Andover and Patty Rogers of Tewksbury recognized by Governor Dukakis at proclamation signing.

Governor kicks off Passenger Safety Month

Governor Michael S. Dukakis signed a proclamation on February 1, declaring February Massachusetts Passenger Safety Month and the week of February 12-18, Massachusetts Child Passenger Safety Awareness Week. Throughout the month numerous activities were conducted.

Middle school and elementary school students from Quincy, Lowell, Beverly, Worcester, Springfield, Barnstable and Hyannis were invited to take part in a newspaper monitoring campaign. Students monitored local newspapers to see if safety belt and child safety seat information was included in car crash stories. If it was, the students wrote thank you letters to the editor. If it wasn't, they wrote reminder letters. Both Quincy and Worcester students' letters were published in their local papers.

In four of our six Saving Lives Communities (Plymouth, Lowell, Medford and Haverhill) McDonald's Restaurants handed out some 20,000 information cards describing the Massachusetts Child Passenger Safety Law. Several information roadblocks were also set up in saving lives communities by local police departments.

(cont'd on page 2 - Kick-off)

Dr. Deborah Prothrow-Stith
Commissioner of Public Health

Philip W. Johnston
Secretary of Human Services

Michael S. Dukakis
Governor

About booster seats

This is the second article in a two part series on booster seats. It focuses on some common concerns about their effectiveness.

The most frequently asked question about booster seats is "are they safe?" Although booster seats do not provide the upper back and side construction of toddler seats, they are safer than leaving children unrestrained or putting them in adult lap/shoulder belts that cross the neck or face. If, however, the adult lap/shoulder belt fits the child properly and the child is comfortable in it, it can be used in place of a booster seat. In this case, an adult safety belt is just as safe as a booster seat.

As we said in the last issue of *UPDATE*, booster seats are designed for children who are too big for toddler seats, but too small for adult safety belts. They enable a child to see out the car window and at the same time provide protection for the child.

What kind of booster seats are available?

Presently there are three types of booster seats on the market. The lap/shoulder belt or harness system, the large shield booster seat and the small shield booster.

The lap/shoulder belt or harness system is the most effective type. There are two designs available: the harness-type booster seat used with an installed harness or the vehicle lap/shoulder belt; or an independent harness system that has met federal safety standards and is properly attached to the vehicle (the E-Z-On Vest and the new Adaptive Product's Restraint Vest are the only independent harness systems known to be currently on the market. They are available primarily through their manufacturers. For more information about the E-Z-On Vest call 1-800-323-6598. To learn more about Adaptive Product's Restraint Vest, dial their hotline: (312) 832-0203.)

A second option is the booster seat with a large shield. The only large-shield booster seat believed to be currently available is the Ford Tot Guard. To learn more, contact your local Ford dealer.

The third and least effective (but most commonly found) type of booster is the small-shield booster. Its popularity is due to its affordability and convenience. With many models on the market, this type overcomes some of the common problems of lap belt fit and raises the child up, a factor that may increase the child's comfort in the car. It does provide distinctly less head protection than systems with a shoulder harness or with a large, high shield.

What is the best booster seat?

There is no "best" booster seat since not all boosters fit all cars and children equally well. A booster should fit

(cont'd on page 4 - About booster seats)

photo by Richard Harrington, Haverhill Gazette



Winners of Haverhill Saving Lives Program poster/essay contest, Eddie Feliciano and Corinne Mahoney pose for a picture with (left to right) Mayor Theodore Pelosi, National Highway Traffic Safety Administration Representative George Luciano and Terrance Schiavone of the Governor's Highway Safety Bureau.

Kick-off cont'd from page 1

Passenger safety became a hot issue with the media during February. Massachusetts Head Injury Association Lobbyist Inta Hall hosted a cable television special with Massachusetts Passenger Safety Program Training Specialist Diane Ricciotti which aired on Continental Cable Stations throughout the state. The special also promoted our new educational video, "Its Up To You." WNEV-TV, Channel 7 in Boston, included a passenger safety segment in its morning children's program, "Ready To Go," on Valentine's Day and coordinated, in conjunction with the Massachusetts Medical Society and the Massachusetts Passenger Safety Program, another segment about safety belts on school buses for its "Our Times" program.

Signs were placed in many state buildings during Passenger Safety Month reminding employees that they must wear safety belts when they operate state vehicles or use their own vehicles for state business.

Individual communities, like Easton and Hudson, issued proclamations similar to the one signed by Governor Dukakis. Easton went even further and distributed a press release for Child Passenger Safety Awareness Week.

Seat belt law cont'd from page 1

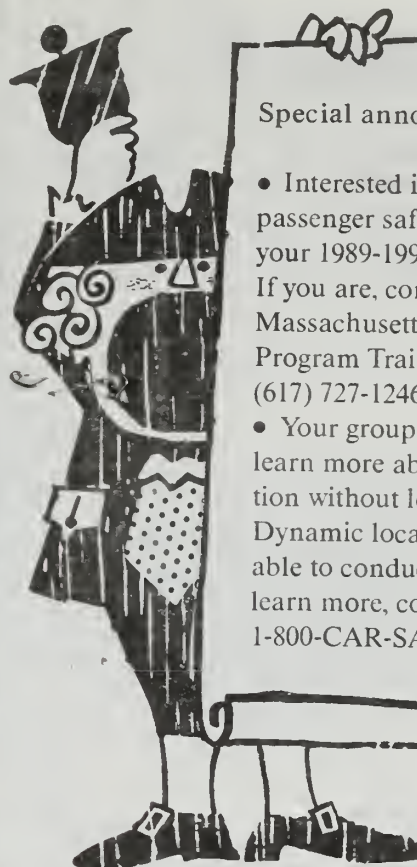
president of the MHIA. "Lifetime care for a single severely head-injured individual costs well over \$4.5 million dollars. The price tag for long-term care, coupled with lost productivity of the head injury victim, has dramatic economic ramifications not only for the victim's family, but also for the state to which the victim's family must ultimately turn."

If you would like more information on the pending legislation, please contact either the MHIA at (508) 795-0244 or the Massachusetts Seat Belt Coalition at (617) 227-3884.

photo by Jack Devine, Agawam Advertiser-News



Registry of Motor Vehicles Inspector Eugene Zewinski (left) and Safety Officer Al Longhi help "convince" Agawam High School student to buckle-up by letting him take a ride on the Convincer, a car crash simulator.



Special announcements

- Interested in incorporating passenger safety activities into your 1989-1990 school program? If you are, contact Diane Ricciotti, Massachusetts Passenger Safety Program Training Specialist at (617) 727-1246.
- Your group or organization can learn more about occupant protection without leaving your facilities. Dynamic local speakers are available to conduct free talks. To learn more, contact Kim Hesse at 1-800-CAR-SAFE.

Do you still want to receive UPDATE?

We are revising our mailing list. If you wish to continue receiving UPDATE, please fill out and return this form by June 1, 1989.

- ☐ I enjoy reading UPDATE. Please leave my name on the UPDATE mailing list.
- ☐ I still wish to receive UPDATE, but please revise my mailing information as indicated below.

Name _____ Title _____

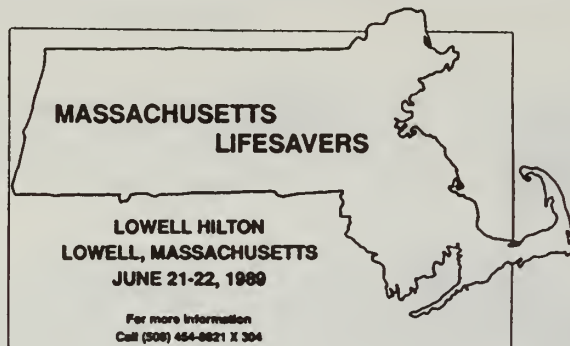
Company _____

Address _____

Phone () _____

****If you do not return this form, your name will be removed from the UPDATE mailing list.****

Mail to: Massachusetts Passenger Safety Program
Department of Public Health
150 Tremont Street, 3rd Floor
Boston, Massachusetts 02111



Calendar

May

- ☐ Safe Kids Week (May 14 - 20)
- ☐ Speakers Bureau Training
- ☐ Buckle-Up America Week (May 22 - 26) - kick-off for summer Make-It-Click/Incentive Campaign
- ☐ Statewide Comprehensive Injury Prevention Program/ Massachusetts Passenger Safety Program 10th Anniversary Celebration - May 18, Department of Transportation, Cambridge, Massachusetts

June

- ☐ Speakers' Bureau Training
- ☐ "Traffic Safety Directions" Conference - June 21 & 22, Lowell, Massachusetts

Modification kit available

Fisher Price car seat models 9100 and 9101, manufactured from 1985 to 1989 have not met federal flammability standards. To receive your modification kit call 1-800-334-5439. Kit consists of: one piece of foam, tool and instructions. In the meantime, parents should continue to use their seats. They are structurally sound.

About booster seats cont'd from page 2

snugly with your car's safety belt. The booster's harness or shield should be securely fastened around your child. A properly fitted booster shield will be snug on the child's upper thighs.

Should booster seats be used in the front or rear seat?

Just like any other restraint system, as long as it fits properly with the rear safety belt, booster seats are generally safer in the rear seat.

Portions of this article were prepared by the University of North Carolina Highway Safety Research Center in cooperation with Safe Ride News (Fall 1987), the American Academy of Pediatrics, Deborah Richards, Editor; and Kathleen Weber, University of Michigan Medical School, Section of Pediatric Surgery.



UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Bureau of Parent, Child and Adolescent Health.

Director
Nancy Carrey-Beaver

Assistant Director
Kim Hesse

Communications Specialist/Editor
Marjorie Seus

Training Specialist
Diane Ricciotti

Staff Assistant
Joanne Statires

Research Center Coordinator
Beth Hume

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Bureau of Parent, Child and Adolescent Health
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

Massachusetts **PASSENGER SAFETY****Update**

Massachusetts Passenger Safety Program

Summer 1989

Department of Public Health



Registry of Motor Vehicles Officer John Granno takes time out from the Kick-off to pose for a picture with Patricia Mello and her sons, one and a half year-old Douglas and three year-old John.

Buckle-Up America Week Kick-off to become an annual event

Our first Buckle-Up America Week Kick-off on May 22 at Boston City Hall Plaza was such a success that we plan to hold an even bigger one next year.

Communications Specialist Marjorie Seus, who solicited donations from H.P. Hood for a week-long contest conducted on radio station WILD AM, says that both organizations would like to participate in the event again. "We were really pleased with the turnout and hope to make this an event that residents come to expect each year like The Boston Walk For Hunger. Hood and WILD were equally pleased and are confident that the May 1990 Kick-off will be even better."

Fran Mulhern of the Massachusetts Bay Transportation Authority brought the MBTA's display bus to the Kick-off, so we could work out of it and hang banners on it. The Massachusetts Nurses Association's Pat Brigham was also on hand to make photo buttons of attendees with Crash Dummies Vince and Larry.

Throughout the Kick-off, people registered to win a year's supply of ice cream donated by Hood and listened to Public Health Commissioner Deborah Prothrow-Stith, M.D., and Police Commissioner Francis "Mickey" Roach make truly inspirational speeches. They enjoyed performances by the Worcester Expression Theatre and watched as elementary students from Worcester's Thorndyke Road School were awarded flashlights.

(Cont'd on page 5 - B.U.A.W.)
(Photo highlights on page 3)

Passive protection in future automobiles

Move over, high-performance vehicle; make way for a safer car in the '90s. According to the American Automobile Association, consumers are beginning to consider safety an important feature when purchasing a car.

As a result, we're seeing more safety devices in new models, like reinforced auto bodies, giveaway steering columns and dashboards and plastic-coated glass. All of these devices are designed to provide "passive" protection for motor vehicle occupants. But recently, one type of passive safety device has received more attention from the media than those previously mentioned — automatic restraint systems (air bags, motorized safety belts and door-mounted belts). This is due to the enactment of a 1984 automatic restraint requirement known as Federal Motor Vehicle Safety Standard 208 (FMVSS 208).

FMVSS 208 says that all cars manufactured after model year 1990 will be equipped with either airbags or automatic safety belts for both the driver and the right front passenger. Since airbags together with lap/

(Cont'd on page 4 - Passive protection)

First Annual Massachusetts Lifesavers Conference

"Traffic Safety Directions for the 90's"

- October 16-17, 1989
- Worcester Marriott Hotel,
Worcester, Massachusetts



The Massachusetts Lifesavers Conference is sponsored by the Massachusetts Governor's Highway Safety Bureau.

For more information,
please call or write:

GOVERNOR'S HIGHWAY SAFETY BUREAU
Metro Boston Complex
1155 Central Avenue
Needham, Massachusetts 02192
(617) 727-6956

Dr. Deborah Prothrow-Stith
Commissioner of Public Health

Philip W. Johnston
Secretary of Human Services

Michael S. Dukakis
Governor

Networking: Teaming up to reach more people with the safety belt message

Would you listen to a co-worker who had information on safety belts? We're hoping that most people will. This approach to safety belt education, known as networking, will enable us to reach more people with the benefits of safety belts. It will give organizations an opportunity to conduct internal programs, establishing a network of people who will pass on occupant protection information to staff, members and constituents.

To begin networking in Massachusetts, we held an informational seminar on January 17, 1989. Some 30 organizations attended. This enabled them to learn about our program and resources and to meet other Massachusetts organizations interested in occupant protection.

After making contact with these groups through the seminar, we then met individually with those who showed a strong interest in working with us more extensively. Several organizations applied for available grant money. As a result, we awarded small one-year grants to three non-profit organizations to conduct in-house occupant protection programs. These organizations are the Massachusetts Safety Council, the Cambridge Center for Behavioral Studies and the Massachusetts Head Injury Association.

They were selected because they showed more than a genuine interest in occupant protection. They each provided us with an opportunity to reach new and important audiences through channels that they had already established. The Center for Behavioral Studies, for example, works extensively with Massachusetts psychologists, so they put together a plan involving a series of brochures and workshops to educate this group.

Along with these three, there are many other organizations which now work with us informally. They distribute passenger safety materials, take advantage of our Speaker's Bureau Training Program, request speakers for in-house meetings, or print our press releases in their newsletters.

A second networking seminar is planned for later in the year so all interested organizations can share ideas and success stories and review new passenger safety materials.

If your organization would like to attend, please contact:

Marjorie Seus, Communications Specialist
Massachusetts Passenger Safety Program
(617) 727-1246 or 1-800-CAR-SAFE



A survivor story

by Patrolman Peter Salzberg

On May 13, 1989, at 1:25 in the morning, I was traveling south on Route 1A in Walpole. I observed a vehicle traveling east on Hitching Post Road, a small road that intersects with Route 1A.

As I approached this intersection, I realized that the vehicle was not going to stop at the crossing. I took evasive action by swinging my cruiser into the northbound lane, attempting to go around this approaching vehicle.

The vehicle broadsided my cruiser, striking the passenger side with such force that it sent the front grill sliding across the pavement. The impact also loosened one of my fillings, and knocked the battery off my portable radio. It was later estimated the vehicle was traveling at a speed of 45 M.P.H.

Miraculously, I walked away from the crash with only a bruised knee, and some stiff muscles. The reason? I was wearing my seat belt, as I do every time I enter any vehicle, whether it is my personal vehicle or my police cruiser. I firmly believe I would have sustained serious injuries if I had not been wearing my seat belt.

(Cont'd on page 5 - Survivor)



Walpole Police Officer Peter Salzberg's patrol car after May 13 collision.

Rewarding people who are buckled up

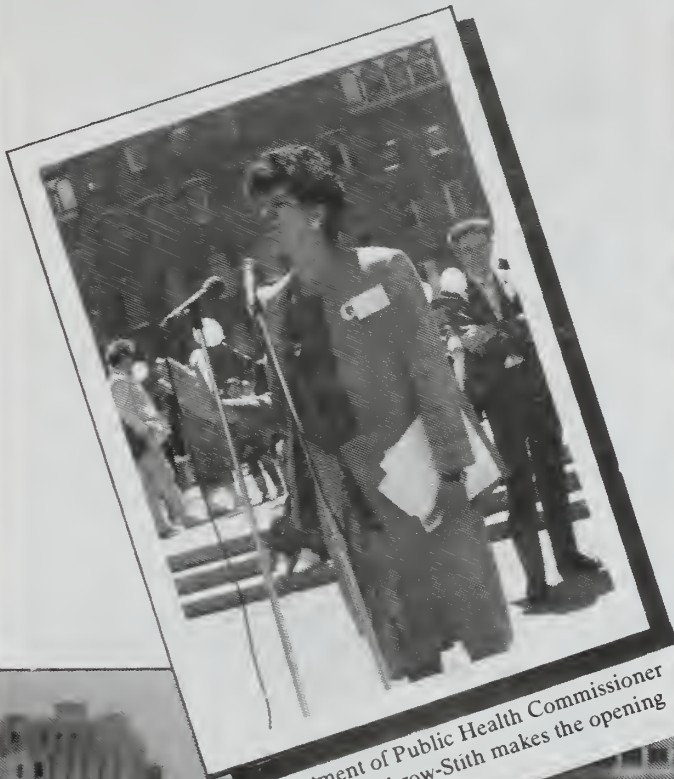
Seventeen Massachusetts communities are taking part in this year's Summer Make-It-Click Campaign.

The main project for the campaign is an incentive promotion to reward occupants who are wearing belts. We'll be working closely with several communities to help them implement their promotions.

As in past years, participating communities are receiving periodic suggestions for activities to conduct throughout the 101 Critical Days (Memorial Day to Labor Day) which include ways to reach the media and how to motivate the community through poster contests, proclamation signings, health fairs, etc. These activities can either complement the incentive promotion or serve as alternatives.

The communities taking part this summer are: Arlington, Belmont, Billerica, Blackstone, Duxbury, Easton, Hamilton, Medway, Northampton, Norwood, Pittsfield, Plymouth, Reading, Tewksbury, Wellesley, Wenham and Westford.

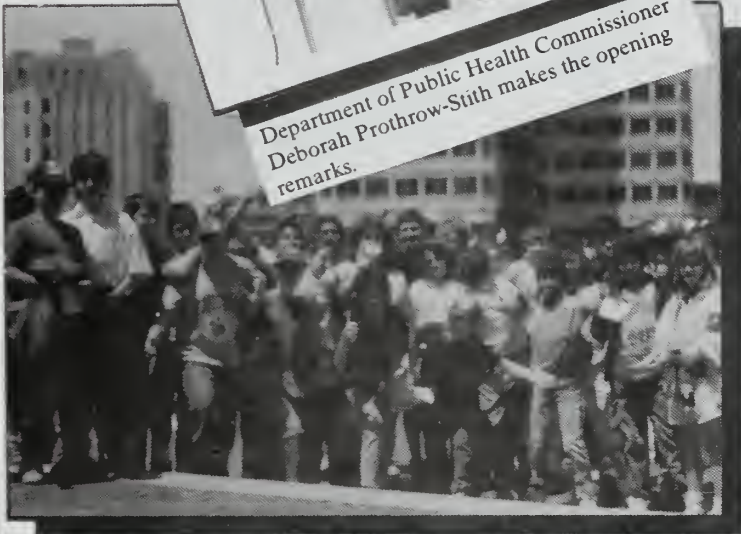
Highlights from May '89 Buckle-Up America Week Kick-off



Department of Public Health Commissioner Deborah Prothrow-Stith makes the opening remarks.



Crash Dummies Vince and Larry stand next to Needham's Safety Bug with Officer Dick Spurr.



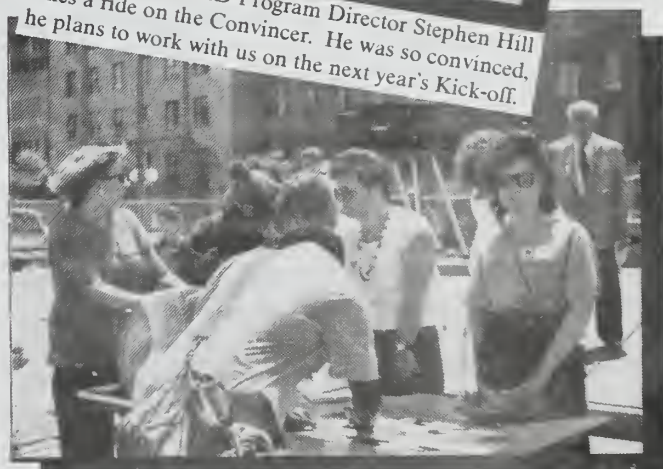
Students from Thorndyke Road School in Worcester line up during the Kick-off to receive flashlights for taking part in last February's Passenger Safety Month school project.

Special thanks to the following for donating their time and resources and for helping to publicize the event:

The Boston Department of Transportation, the Central Massachusetts Safety Council, the Massachusetts Nurses Association, Worcester Expression Theatre, Thorndyke Road School's 6th Grade Class, Boston's Real Property Department, the National Spinal Cord Injury Association, the Massachusetts Medical Society/Auxiliary, the Massachusetts Bay Transportation Authority, the Massachusetts Head Injury Association, the Governor's Highway Safety Bureau, the National Highway Traffic Safety Administration, the Massachusetts Seatbelt Coalition, the Massachusetts Registry of Motor Vehicles, the A.D. Handy Company, the Needham Police Department, Boston's Emergency Medical Services and the Executive Office of Public Safety.



Radio Station WILD Program Director Stephen Hill takes a ride on the Convincer. He was so convinced, he plans to work with us on the next year's Kick-off.



Buckle Bear helps Department of Public Health employees Laura Belkin (left), Joanne Statires (center) and Maureen Kenney (right) register people to win a year's supply of Hood ice cream.

Passive Protection cont'd from page 1

shoulder belts provide the optimum protection for motor vehicle occupants, car manufacturers are being encouraged by the National Highway Traffic Safety Administration to install airbags in motor vehicles rather than automatic safety belts. The encouragement comes in the form of a 1993 extension for equipping the right front passenger with either form of automatic protection, if an airbag is installed on the driver's side of the vehicle by 1990.

The Secretary of Transportation had until April 1, 1989 to rescind the automatic restraint requirement if $\frac{1}{3}$ of the nation's population was covered by safety belt laws and if enough states with safety belt laws were able to maintain 50% usage rates. Although more than $\frac{2}{3}$ of the nation's population is now covered by belt use laws, many of the states don't have 50% compliance yet, so the automatic restraint requirement will remain in effect.

More on airbags

Airbag technology has been around for close to 20 years, but until recently it has received little attention. With the enactment of Federal Motor Vehicle Safety Standard 208, more and more cars will be equipped with these remarkable safety devices.

How many lives can be saved by adding airbags to cars?

According to the Department of Transportation (DOT), airbags alone can reduce the chance of death by 20 to 40 percent. In other words, some 9,000 lives can be saved and an estimated 150,000 injuries can be prevented each year. Since airbags are designed to inflate only in front and front angular collisions at speeds in excess of 12 miles per hour, it's necessary to wear safety belts at all times for the best protection. Combined, these two devices can reduce the chance of fatality by 45 to 50 percent.

How do airbags work and how reliable are they?

Airbags work by cushioning occupants. Government studies show that a typical collision takes about 300 milliseconds from start to finish. These tough cloth bags are activated by a crash sensor which makes them inflate within 30 milliseconds after a collision starts and then immediately deflate. The bag protects the occupant from the hard interior of the motor vehicle. Once an airbag deploys, it must be replaced.

Tests show that airbags are extremely reliable. According to Mercedes-Benz, their airbag-equipped cars have logged some 5 billion miles with no inadvertent deployments. Even if an airbag inflated for no apparent reason, tests reveal that it would not cause the driver to lose control of the car.

The following cars from model years 1987, 1988, 1989 and 1990 now offer airbag systems and starting in 1991 these cars will also offer air bags:



1987

Acura Legend Coupe, BMW 17, 7-Series Ford Tempo, Topaz, all Mercedes-Benz, Porsche 944 Turbo, Volvo 7-Series



1988

Acura, BMW, Ford - selected lines, Mercedes-Benz, Porsche, Volvo, Chrysler - selected lines, Saab 9000



1989

Acura, BMW, Ford, Mercedes, Porsche, Volvo, Delta 88, Chrysler, Saab 9000, Nissan - selected lines, Toyota - selected lines



1990

Acura, BMW, Mercedes, Porsche, Volvo, Chrysler, Saab 9000, Nissan, Toyota, 1 million Fords - selected lines, 500,000 GM cars - selected lines



1991

Acura, BMW, Ford, Mercedes, Porsche, Volvo, Chrysler, Saab 9000, Nissan, Toyota, GM - selected lines, Subaru - selected lines



1992

Acura, BMW, Ford, Mercedes, Porsche, Volvo, Chrysler, Saab 9000, Nissan, Toyota, Subaru, 3 million GM cars - selected lines

(List of airbag equipped cars taken from STEP Update, Safer Transportation Education and Policy Project, Winter (1989))

Update on Massachusetts

- Most recent statistics from the Registry of Motor Vehicles indicate that roughly 200,000 car crashes occurred in Massachusetts in 1988.
- 62,000 injuries were caused by these car crashes.
- 673 deaths resulted.
- Current Massachusetts safety belt usage rate is 28%, up from last year's 24% but still well below the national average of 46%. (Boston University School of Public Health survey)
- Between 1976 and 1986, motor vehicle crashes were the #1 killer of children 10-19 years old. (New England Network to Prevent Childhood Injuries Study)
- Two out of three people in Massachusetts use their child safety seat incorrectly. (Massachusetts Passenger Safety Program research)

B.U.A.W. cont'd from page 1

donated by the Massachusetts Seatbelt Coalition, for participating in a letter-writing campaign in February.

Strawberries record stores helped to promote the event by putting up displays in all their Boston stores and handing out entry blanks for the ice cream giveaway.

On May 30, a drawing was conducted by WILD and three lucky winners each walked away with a year's supply of Hood ice cream.

Thanks to everyone who helped to make this year's event such a smash! If you'd like to be part of next year's planning committee, please call Marjorie.

Speakers Bureau corner

Here's a look at some of the activities our Speakers Bureau members have been up to:

Fran Mulhern, Massachusetts Bay Transportation Authority Police Officer. In addition to significant contributions to the Buckle-Up America Week Kick-off, Fran staffed an occupant protection exhibit at the Wellesley Hills Junior Women's Club Safety Day. Bill Yanco was instrumental in organizing the Safety Day and Lee Blackburn staffed the South Shore Safety Officers League display table.

Kathryn Myer, RN Leominster Hospital. Kathryn was interviewed by WGAW radio in Gardner. She spoke about adult and child occupant protection issues.

Susan Murray, pediatric physical therapist, Lakeville Hospital. Using the new Massachusetts Passenger Safety Program slide show about safe transportation for children with disabilities, Susan conducted four presentations for school nurses, special education teachers and transportation staff.

Dena Salzberg, Braintree Public Health Nurse. Dena made two presentations to children in kindergarten through grade five at the Horace Mann School for the Deaf in Allston. With the assistance of an interpreter, Dena showed the Massachusetts Passenger Safety Program video, "It's Up To You."



Nancy Carrey-Beaver accepts American Coalition for Traffic Safety Award on behalf of Massachusetts Passenger Safety Program for our Trigger Video. Paula Golden, director of the Massachusetts Seatbelt Coalition and Terry Schiavone, director of the Governor's Highway Safety Bureau presented the award.



With winning posters as the back drop, MPSP's Kim Hesse is pictured with some of the winners from Goddard Memorial Hospital poster contest.

Survivor cont'd from page 2

If this account can convince one other person (whether police officer or general public) to use a seat belt, then it has done its part for public safety. As for me, I will continue to wear my seat belt, for the proof for me is a picture of 924, my old cruiser, after the accident!

If you or someone you know has been saved by a safety belt and would like to join our SAVED BY THE BELT CLUB, please call 1-800-CAR-SAFE for more information.

photo taken by Jack Devine - Agawam Advertiser News



Winners of Agawam's poster contest, Kristine Modzelesky and Derek Carpenter are recognized by MPSP Training Specialist Diane Ricciotti and Safety Officer Al Longhi.

Statewide safety belt assemblies

During the 1988-1989 school year, Massachusetts Passenger Safety Program Training Specialist Diane Ricciotti reached an estimated 35,000 students and teachers in 16 Massachusetts school districts with the safety belt message.

"In most communities we collaborated with safety officers, police and school departments to conduct the

(Cont'd on next page - Assemblies)

Assemblies cont'd from page 5

programs. The feedback was very positive. Teachers, in particular, began to see the importance of safety belt education," said Diane.

Diane reached teachers and students by conducting some 80 assemblies for grades kindergarten through twelve throughout the state.

To complement these assemblies, in-service training sessions for teachers were held, surveys were conducted, Boy Scout Troops put on presentations, the Convincer (a car crash simulator) was brought to five Massachusetts high schools and two communities sponsored poster contests.

The Massachusetts Passenger Safety Program wishes to thank the following for working on this year's school program:

Agawam
Al Longhi

Easton
Dwayne Farrell
Mary Connolly

Great Barrington
William Walsh
Edward Sakal

Haverhill
Maria Farrah
Bob Gulardo

Hudson
Robert Steere
Walter Donohue Jr.
Suzanne McGee

Leominster
Keith Lauer

Lowell
Diane Stevens
Carolyn McManimon

Marlboro
Alison Hartt
Alison Gynor
Mary Carlson

Medford
Stephanie Sullivan

Northampton
Wendy Foxmyr
Brian Rust

Pittsfield
Raymond Shogry

Plymouth
Kris Piekarski
Marge Vecchi
Symphony O'Keefe

Revere
Denise Salemi
Shirley O'Donnell
Katherine Romano

(Cont'd)

Rockport
JoAnn Testaverde
Douglas MacMillin
Anthony Pino
Laura Hickey

Stockbridge
Chief Rick Wilcox
Michael Stanton

Worcester
Rosalie Berquist
Ric Morgan-O'Connor



Buckle up Massachusetts!

A sad farewell

A happy beginning

On July 31, 1989, the Massachusetts Passenger Safety Program Staff wished Director Nancy Carrey-Beaver a fond farewell. She and her family made a big move to Maryland. Nancy has only been gone a short time, but her presence is already greatly missed by her friends and colleagues within the Health Department and the occupant protection network. Nancy's commitment and leadership helped to bring together many groups and individuals in the state. She played a vital role in keeping the national spotlight on our achievements in Massachusetts. The MPSP Staff wish Nancy and her family the best in Maryland, but want her to know that she's already missed in Massachusetts! Come back and visit soon!

UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Bureau of Parent, Child and Adolescent Health.

Acting Director
Kim Hesse

Training Specialist
Diane Ricciotti

Communications Specialist/Editor
Marjorie Seus

Resource Center Coordinator
Beth Hume

Staff Assistant
Joanne Statires

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey

Massachusetts Passenger Safety Program
Bureau of Parent, Child and Adolescent Health
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

Leonard Adams
Govt. Documents Collection
University Library
University of Massachusetts
Amherst, MA 01003

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

A Funded Project of the Governor's Highway Safety Bureau.

JAN 10 1990

Update

DOCUMENTS
COLLECTION

Massachusetts Passenger Safety Program

Fall 1989

Department of Public Health

U.S.S. Massachusetts hosts car crash survivors, make-it-click coordinators and speakers bureau members

Convincing more Massachusetts residents to buckle up has been an uphill battle. So, what better place to honor those who have helped in the struggle than aboard a battle ship?

On September 14, the Massachusetts Passenger Safety Program held a recognition ceremony aboard the Battleship U.S.S. Massachusetts in Fall River to thank Speakers Bureau Members, Make-It-Click Coordinators and Saved By The Belt Club Members for promoting safety belts and child safety seats throughout the state.

"Over the years so many people have helped us educate the public about the life saving benefits of safety belts. This ceremony gave us a chance to say thanks to our many friends and to hear firsthand from those who have survived car crashes because they were buckled up," said Kim Hesse, acting director of the Massachusetts Passenger Safety Program.

WJIB News Director Rich Kirkland co-hosted the event along with Kim. Rich has been a strong advocate of safety belts and a member of our Speakers Bureau since its inception in 1984.

During his opening remarks, Rich explained why he supports the use of safety belts. "When I was a traffic reporter for WJIB, I saw many car crashes resulting in serious injuries that may have been prevented if occupants had been wearing restraints. It just makes sense to wear a safety belt."

(cont'd on page 5 - USS Massachusetts)



Audience attentively listens to opening remarks.



WJIB News Director Rich Kirkland hosts recognition ceremony.

MPSP welcomes national experts on automotive safety for children with special needs

"We're 15 years behind the times in the development of car safety devices for children with special needs and I'm mad as hell about it!"

Those were the opening remarks in a recent presentation made by Karen Stroup, Research Associate and Coordinator of the Automotive Safety for Children Program at the James Whitcomb Riley Hospital for Children, Indiana University School of Medicine.

Karen, along with Assistant Professor in the School of Occupational Therapy Janet Stout, talked to a "standing room only" crowd at the Department of Public Health on October 5. They addressed the need for unconven-

(cont'd on page 2 - National Experts)

David H. Mulligan
Commissioner of Public Health

Philip W. Johnston
Secretary of Human Services

Michael S. Dukakis
Governor

Reaching an overlooked population Safety devices for children with special needs

Health professionals and car seat manufacturers are doing their part to ensure the safety of disabled children traveling in motor vehicles. Until recently, very little attention was given to this group because they are not covered by the Massachusetts law requiring all physically-able children 12 and under to be properly restrained in motor vehicles.

Even though the same crash principles apply to both groups of children, the restraint needs of children with disabilities differ in several ways. These children may be frail or in casts or other devices that must be accommodated. Premature infants are too small to fit safely in many child safety seats. Older handicapped children with head and upper body control difficulties are often too large for conventional safety seats.

Efforts by concerned groups have drawn more attention to the needs of the disabled. For instance, Massachusetts Passenger Safety Program Acting Director Kim Hesse has devoted a great deal of her time to protecting these children.

"Our program, in cooperation with the American Academy of Pediatrics, the Massachusetts Hospital School and Lakeville Hospital, has developed a slide show for health professionals and service providers who work with special needs children and their parents. The slide show outlines the principles involved in safely transporting these children. It also previews devices that are currently on the market," said Kim.

Like health professionals, manufacturers are also beginning to recognize this overlooked population and develop new devices to accommodate these children. The Special Car Seat is designed for children from 20 to 80 pounds with mild to moderate disabilities. The E-Z-On Vest for children and adults with physical, emotional or behavioral disabilities may also be used for able-bodied people. The Travel Chair, which has been on the market for several years, now meets stringent crash protection standards. It can be mounted on forward facing vehicle seats with the wheels retracted properly secured in vans in the wheelchair position.

For a more complete list of available devices or to borrow a copy of our new slide show, please contact the Massachusetts Passenger Safety Program at (617) 727-1246 or 1-800-CAR-SAFE.



Buckle up Massachusetts!

National experts cont'd from page 1

tional transportation devices to protect children with conditions such as low birthweight or orthopedic, neuromuscular or respiratory problems. They also discussed newly designed loan programs and general transportation concerns for special needs children.

Karen went on to say that she hopes she never loses her anger, for it is the motivational force behind her accomplishments. "On the left wall beside my desk I have a sign hanging up that reads, 'Stronger than all the armies on the face of the earth is an idea whose time has come.'" According to Karen, the time has come to recognize the need for car safety devices for disabled children.

Following Karen's presentation, Janet showed slides featuring newly designed and modified devices. According to Janet, since transportation of children with special needs is a relatively new field, specific standards have not yet been developed. So, all newly designed or modified products must meet the requirements of Federal Motor Vehicle Safety Standard (FMVSS) 213, which covers auto restraints for able-bodied children up to 50 pounds. Although effective, FMVSS 213 has some limitations because it doesn't cover children above 50 pounds.

To ensure that better products are introduced onto the market, both women remain in constant contact with the manufacturers of transportation devices. They monitor crash testing of the devices and assist Doctor Marilyn Bull of Indiana University in the design of car safety devices to better meet the needs of this challenging group of children. "Every time we think we have a problem licked, in walks a child with a unique transportation need," added Karen.

In conjunction with Marilyn, Karen has produced a series of articles for the American Academy of Pediatrics' national newsletter, "Safe Ride News," on transportation solutions for children with special needs. To obtain copies, please contact the Massachusetts Passenger Safety Program at 1-800-CAR-SAFE.



A few of the winning posters from Westford Police Department contest. Some 15 posters were made into road signs and displayed near the artists' homes.

What's technologically new?

The German auto manufacturer, BMW, says it has designed a new front seat safety belt that provides maximum protection to people of all sizes and in all seating positions.

The system is fully integrated into the seat, unlike current safety belt systems in which the shoulder anchorage is attached to the car body. Since all belt anchorage points move with the seat as it is adjusted, the new belt provides effective protection in all seat positions. The new seat and belt system also offers improved protection in side impacts and rear-end collisions because of the high-strength seat frame structure. The wraparound effect of the safety belt system strengthens protection in rollover crashes because the occupants are held in their seats more effectively.

The "Erobag," a new, smaller air bag concealed entirely in the steering wheel, is being tested by Volvo. It is 15% smaller in diameter and 20% lower in height than conventional airbags and has proven very effective in full-scale collision tests. The system has been shown to dramatically reduce the chance of facial injury in frontal crashes.

There may be some hope for ensuring the correct installation of child safety seats! As you may recall from our last issue of UPDATE, we reported that two out of three Massachusetts residents misuse their car seats. Researchers at Chalmers University of Technology in Sweden have developed an adult passenger seat that converts into a fully integrated child restraint system that will meet European safety standards. The back of the passenger seat folds out into a booster seat and then into a rear-facing infant seat.

(portions of this article were taken from the Insurance Institute for Highway Safety newsletter, Status Report, August 26, 1989)

A new Chapter

The Massachusetts Passenger Safety Program would like to wish Communications Specialist Marjorie Seus a warm farewell and Good Luck as she leaves the program to take a position with Shawmut Bank's Communications Department. Marjorie brought to the program a fresh approach to occupant protection promotion. We'll miss her, but we look forward to improved relations with the Banking Community as a result of her move.



VNA of North Shore Receives \$1000 Donation for Car Safety Seats

The Visiting Nurse Association (VNA) of North Shore has announced they've received a \$1,000 contribution from the Haverhill Saving Lives Program to purchase additional car safety seats for their Infant and Toddler Car Safety Seat Loan Program.

The car seat loan program is available to families in need in the Greater Haverhill area. Original funding for this program was provided by the Massachusetts Department of Public Health's Passenger Safety Program.

According to Debbie Lagasse-Dolan, R.N., M.S., program coordinator, the car seat loan program has been a great success. There is often a waiting list for families who would like to obtain safety seats to protect their children.

"It was wonderful of the Saving Lives Program to make these funds available. The importance of car safety seats cannot be overstated and we're happy to be able to contribute to the safety of children in Greater Haverhill," said Dolan.

The VNA of North Shore, Inc. is a non-profit, community-based home health care provider that has been very active in childhood injury prevention activities.

Product Recalls

Century 2000 STE Infant Car Seats, models 4253, 4263, 4265, 533, 870. Shoulder strap loop is only glued together, rather than glued and sewn, and could fail during a sudden stop or car crash. For more information call Century at 1-800-222-9825.

MCP Enterprises Lin Lih Car Seats Child Restraints, model 320. Child car seats do not meet occupant head and knee excursion dynamic performance requirements.

Pride Trimble "Click 'N Go" Booster Seat models 890, 891 and 892. They may allow excessive movement of a child's head in a collision. The seats should be returned to the stores where they were purchased for replacements.

New Materials

To inquire, call 1-800-CAR-SAFE.

Videos:

"It's Up To You" Target Audience: grades 4-6
6½ minutes

An educational video which demonstrates various approaches children can use to convince parents, siblings and friends to use safety belts. Comes with Teacher's Guide.

Producer: Massachusetts Passenger Safety Program

"If only ..." Target Audience: Adults 23 minutes
This video focuses on head injuries caused by motor vehicle crashes, which could have been prevented if safety belts had been used. It includes heartfelt conversations with individuals suffering from brain injuries and emphasizes the quality of life factor.
Producer: Visucom Productions, Inc.

"Safely Home" Target Audience: Health Professionals
15 minutes
Very informative new video which discusses safe transportation of special needs children, by presenting and demonstrating devices currently available.
Producer: Automotive Safety for Children Program, Indiana University, School of Medicine.

"Ask Any Dummy: Seat Belts Make Sense!"
Target Audience: grades 4-8 18 minutes
Crash Dummies Vince and Larry demonstrate what can happen to the human body in a car crash.
Producer: AIMS Media, Van Nuys, California

"Room to Live III" Target Audience: High School Students and Adults 33 minutes
Sergeant Jack Ware points out that even with mandatory safety belt laws in many states, the actual number of people wearing safety belts regularly is still unacceptably low. He discusses why safety belts are still the best protection in an automobile crash.
Producer: Media Group LTD., Michigan

"Mickey Mouse: Safety Belt Expert" Target Audience: grades 3-6 17 minutes
Addresses the issue of seat belt safety through a story about an unbuckled mother, Mrs. Horn, who is put on mock trial for not using her safety belt. Mickey Mouse is the judge, and Jennifer (a friend of Mrs. Horn's son Brian) is the prosecuting attorney.
Producer: Disney Educational Media Company

Revised Video:

"Child Passenger Safety Law - You Can Make the Difference" Target Audience: Law Enforcement Officials 10 minutes
Emphasizes the importance of enforcing the Child Passenger Safety Law, which requires all children 12 and under to be securely fastened in a safety belt or a properly adjusted car seat when riding in motor vehicles.
Producer: Massachusetts Passenger Safety Program

New Publications:

Injury Prevention: Meeting the Challenge prepared by the National Committee for Injury Prevention and Control, published by Oxford University Press as a supplement to the American Journal of Preventive Medicine, Volume 5, Number 3, 1989

Childhood Injury State-By-State Mortality Facts, Susan P. Baker and Anna E. Waller, The Johns Hopkins Injury Prevention Center, Johns Hopkins University School of Public Health, Baltimore, Maryland, January 1989

SAFETEEN, fifth in the series of SAFESTATE modules produced by the Statewide Comprehensive Injury Prevention Program, October, 1989. Available by calling 1-800-CAR-SAFE.



Buckle up game takes children's concern one step further

Seventy-nine percent of America's children believe safety belts save lives and the majority of these children worry that their parents may be injured or killed in a car crash. Findings like these by the American Coalition for Traffic Safety support the National Highway Traffic Safety Administration (NHTSA) and Instructor Magazine's decision to develop a new board game.

The game is designed for children in elementary and junior high school so they can "play it safe" with safety belts. The object of the game is to get from the "Start" square to the "Home" square safely. On the back of the game are crossword puzzles and word games focusing on safety belt facts and statistics. There is also a promise card which children are encouraged to mark each time they buckle up. When cards are filled, children give them to their teachers. In return, each student receives a "Vince and Larry Buckle Up for Life" membership card, from NHTSA.

If you are interested in ordering a copy of the game, please write:

The National Highway Traffic Safety Administration
NTS 13
400 7th Avenue SW
Washington, D.C. 20590



Joanne Gaffey (right) and Roger Davenport of UPDATE fame tour the Battleship Massachusetts along with Gail Hill.



Buckle Bear grabs two friends to pose for a quick picture.



Tom McGovern of Governor's Highway Safety Bureau speaks with attendees.



Pull up a gun turret! Officers James Foley and James Sullivan listen-in as certificates are presented to Make-It-Click Coordinators.

USS Massachusetts cont'd from page 1

Mario Damiata, Highway Safety Specialist from the National Highway Traffic Safety Administration, and Governor's Highway Safety Bureau Regional Planner Tom McGovern were also on hand to commend all the volunteers, community coordinators, police officers and medical professionals who have devoted their time to helping the Passenger Safety Program promote occupant protection throughout the state.

"We really cannot stress enough how important a volunteer network is to the success of occupant protection promotion in Massachusetts. Every time we convince one person to buckle up, we have the potential of saving another life," Tom said.

The ceremony which was preceded by breakfast and followed by a tour of the battleship, gained some attention from Boston and the local media. Representatives from the Boston Herald, Fall River's Channel 9 and WSAR-FM covered the event.

(photos taken by Diane Ricciotti)

Psychologists, corporations and survivors targeted by networking groups

Our three networking mini-grant recipients — the Cambridge Center for Behavioral Studies, the Massachusetts Safety Council and the Massachusetts Head Injury Association — are moving forward at a feverish pace to teach their staff, members and constituents about safety belts and child safety seats.

As you may recall from our last issue of UPDATE, the three organizations each received small one-year grants from the Massachusetts Passenger Safety Program to conduct occupant protection projects. Here's a brief look at what each is doing:



Cambridge Center for Behavioral Studies

The Center is developing a colorful brochure specifically for psychologists. The brochure will focus on occupant protection issues, the Massachusetts Passenger Safety Program (MPSP) and the Center's future traffic safety activities.

One or two additional mailings will be made as a follow-up to the brochure. Psychologists will also be invited to attend an occupant protection workshop at the Center that will be conducted in cooperation with the MPSP.



The Massachusetts Safety Council

The Safety Council has prepared an insert for their newsletter, "LifeGuard," which is mailed to some 800 member corporations. The insert addresses myths and facts about safety belts and at the same time arouses interest in safety belt education.

The Council also plans to target corporate newsletter editors for an upcoming workshop.

The Massachusetts Head Injury Association

As part of their planned activities, the Massachusetts Head Injury Association has begun a Speakers Bureau Program. The program is designed to train head injured individuals to conduct talks about measures, such as the use of safety belts, that can be taken to prevent head injuries.

The Speakers Bureau has already begun conducting presentations in school systems throughout central Massachusetts.



Pracilla Hinshaw of Methuen avoids a head-on collision, but rolls her vehicle in the escape. She walks away from the October 10 crash, without a scratch, thanks to her safety belt.

UPDATE - is published quarterly by the Massachusetts Passenger Safety Program which operates out of the Massachusetts Department of Public Health's Bureau of Parent, Child and Adolescent Health.

Acting Director
Kim Hesse

Training Specialist
Diane Ricciotti

Communications Specialist/Editor
Marjorie Seus

Resource Center Coordinator
Beth Hume

Staff Assistant
Joanne Statires

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey



Massachusetts Passenger Safety Program
Bureau of Parent, Child and Adolescent Health
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

Leonard Adams
Govt. Documents Collection
University Library
University of Massachusetts
Amherst, MA 01003

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637

UMASS/AMHERST

Massachusetts PASSENGER SAFETY

Update

Massachusetts Passenger Safety Program

Summer 1990

Department of Public Health

Regional Occupant Protection Meeting Held At The Massachusetts Archives

The Governor's Highway Safety Bureau played host for a day long, regional occupant protection meeting at the Massachusetts Archives. This was the first meeting held on a regional level in several years. Occupant protection specialists from the six New England states were invited to attend the January 25th event. Four states, Maine, New Hampshire, Connecticut, and Massachusetts, sent representatives.

Despite the dreary, wet weather outside, the atmosphere inside was upbeat and motivating. The day began with Kip Bowley, from the New Hampshire Office of Highway Safety, who shared information about conducting observational surveys; choosing sites, gathering data and analyzing the data to determine usage rates. Another topic area discussed was how to encourage the law enforcement community to become more involved. Lauren Sipperly, from the University of Connecticut's Police Department, and Chief Alan Tardiff, of the Berlin, New Hampshire Police Department, had several ideas on how to best reach this population.

The meeting centered on each state highlighting successful and unsuccessful areas of their programs. This allowed the other states an opportunity to offer suggestions and program improvement ideas based on their own experience. Rick Tarr, of Maine's Highway Safety Office, and Diane Ricciotti, of the Massachusetts Passenger Safety Program, discussed the importance and effectiveness of school based programs. Arthur Fletcher, from the National Highway Traffic Safety Administration, encouraged the states to collectively develop ideas on how to achieve a 70 percent usage rate in New England by 1992.

The participants agreed that future meetings, similar to this one, would be beneficial. There are plans to hold a New England region occupant protection meeting on a yearly basis with different states hosting the event.

APHA Annual Meeting

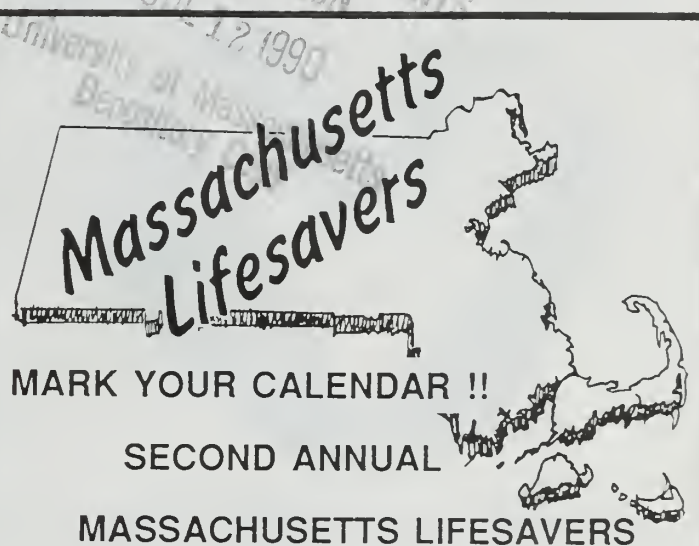
The 118th annual meeting of the American Public Health Association will be held in New York City September 30 through October 4, 1990. The theme will be "Forging the Future: Health Objectives for the year 2000." Many sessions focus on injury prevention and research. For registration information, contact: APHA, 1015 15th Street, NW, Washington, DC 20005.

Congratulations!

The Governor's Highway Safety Bureau is pleased to announce that ten communities in Massachusetts have each received grants of up to \$10,000 for educational and overtime enforcement efforts focused on DWI, pedestrian safety, and child passenger safety.

These grants were awarded through a competitive process based on local injury and fatality data, quality of the proposal and the community's prior commitment to traffic safety. The selection process was a difficult one. Chosen were Braintree, Bridgewater, Danvers, Dedham, Framingham, Hingham, Holden, Greenfield, Melrose, and Revere. Examples of proposed activities include: overtime

Continued on page 3



CONFERENCE

November 7, 1990

Howard Johnson Hotel
777 Memorial Drive
Cambridge, MA

For more information Call Lisa Hayes or Sarah Dunlap
at the Governors Highway Safety Bureau - (617) 727-6956

David H. Mulligan
Commissioner of Public Health

Philip W. Johnston
Secretary of Human Services

Michael S. Dukakis
Governor

Frank P. Sullivan Dies At 56

Traffic safety advocates statewide mourned the passing of their friend Frank P. Sullivan. Mr. Sullivan died January 2nd, at the Holy Family Hospital in Methuen after suffering a stroke.

Frank worked for the Governor's Highway Safety Bureau, in charge of elderly, corporate and state employee safety belt programs, since 1987. Prior to joining the Bureau he was employed as the New England sales manager for Hobart corporation of Troy, Ohio. He was also the owner of Sullivan Associates in Bradford, Massachusetts.

A Dorchester native, Frank lived in Jamaica Plain before moving to Haverhill several years ago. He was a graduate of Boston College and a U.S. Navy veteran of the Korean War.

Frank left his wife Eileen, sons Gregory, Mark, and Christopher, a sister and several nieces and nephews. He was the brother of the late Paul D. Sullivan, former executive director of the Pine Street Inn in Boston.

Memorial contributions may be made to the Paul D. Sullivan Trust, c/o Pine Street Inn, 444 Harrison Avenue, Boston, MA 02118.

Frank is sorely missed by those who worked with him.



Dr. David Coulter, Terrance Schiavone, Richard Dimino, George Luciano, Catherine Jorgenson, R.N., Baby Ramirez, Dr. David Acker, and Dr. Elizabeth Brown kick off new special needs car bed loan program at Boston City Hospital.

You've Got The Cutest Little Baby Face

Everyone loves a baby, and keeping babies safe and healthy is a top priority for parents, health care professionals, and safety advocates alike. Maintaining a safe environment for infants in automobiles, in particular low birthweight and special needs babies, has not been an easy task.

Conventional child safety seats are not always appropriate when transporting infants with special needs. Many of these babies must lie flat when traveling in cars, as opposed to sitting in the semi-reclined position that is offered by traditional infant seats. Due to medical conditions, these children require special equipment to ensure their safety when riding in motor vehicles.

Realizing that there is a need for this type of equipment, the "KEEP BOSTON MOVING...SAFELY" program of the Boston Transportation Department, presented the Neo-Natal Intensive Care Unit at Boston City Hospital with five infant car beds in a ceremony on February 12th at the hospital. The car beds, purchased with grant money from the National Highway Traffic Safety Administration, will be available on a loan basis from the hospital.

Both Kim Hesse and Diane Ricciotti of the Massachusetts Passenger Safety Program assisted Edwina Cloherty, Program Coordinator for the Boston Transportation Department, in developing the loaner program. "The car bed is the best form of protection for some infants with special medical conditions. It allows the infant comfort, while offering the special protection the baby requires," Hesse said. George Luciano, Region I Administrator for the National Highway Traffic Safety Administration added, "We are happy to have assisted in making this loaner program possible for these precious little ones."

The "KEEP BOSTON MOVING...SAFELY" program is comprised of representatives from city and state agencies and neighborhood volunteers, many of whom attended the presentation ceremony.

Please be mine



...for a long long time

Buckle-Up Massachusetts!

All children 12 and under must
use a safety belt or car seat.

^ it's the law.

A joint effort by
Massachusetts Passenger Safety Program
Governor's Highway Safety Bureau
Massachusetts Turnpike Authority

For Information Call 1-800-CAR-SAFE



New poster released during February Passenger Safety Month.

Occupant Protection Specialists Meet In Texas

More than 200 occupant protection program specialists convened in Fort Worth, Texas on January 29th for a four day conference. The goal of the conference, sponsored by the National Association of Governor's Highway Safety Representatives and the National Highway Traffic Safety Administration, was to allow states to reevaluate their programs to achieve greater public use of occupant protection systems. This was done by grouping states together for discussions about how best to achieve results in areas such as the media, law enforcement, worksites and schools. There were also special interest workshops available on the last day covering such topics as special event programs, auto dealer programs, low income and minority programs, and networking.

In his luncheon speech on the second day, Jerry Curry, the National Highway Traffic Safety Administration's Administrator, encouraged attendees to continue their efforts to increase belt use in their states, but added, "We need to finish the job." Curry indicated that although the national safety belt usage rate stands at 46 percent, he is looking for a national average of 70 percent by 1992.

Other speakers at the conference included Charles Spilman, President of Traffic Safety Now, Inc., and Jeffrey Miller, Deputy Administrator at N.H.T.S.A. Lisa Hayes, State Safety Belt Coordinator at the Governor's Highway Safety Bureau, Diane Ricciotti, Program Coordinator at the Massachusetts Passenger Safety Program and Leslie Heffner, Director of the Medford Saving Lives Program represented Massachusetts at the conference.

"The conference allowed us the opportunity to identify strengths and weaknesses in our programs, and commit ourselves on a team basis to increase the strengths and lessen the weaknesses," Hayes said.

Despite a full agenda each day, there was time to meet up with old and new friends alike. Among those attending the conference was Nancy Carrey-Beaver, former Director of the Massachusetts Passenger Safety Program. Nancy is now the Director of Project KISS, the state child passenger safety program in Maryland.

After four days in Fort Worth, most attendees walked away from the conference rededicated to their programs, and looking forward to meeting the challenges in occupant protection.

Congratulations (continued)

enforcement patrols to apprehend speeders and people driving while intoxicated; Child Passenger Safety Law informational roadblocks; distribution of printed material; speaking at neighborhood meetings, elderly centers, schools, parent teacher organizations, and civic groups; purchase of signs to create awareness of speeding and pedestrian laws; and the purchase of audio-visual materials.

Each police department has designated an individual to be in charge of the grant, either the safety officer or another interested officer. The officers will use already existing programs such as the Massachusetts Passenger Safety Program, MADD, SADD, ENCARE, and the Massachusetts Head Injury Association to enhance their efforts and promote traffic safety throughout their respective communities. Anyone interested in learning more about proposed activities is encouraged to contact the police department in the community.



Medford Saving Lives Director, Leslie Heffner, encourages local police department participation in traffic safety promotions.

Buckling Up for Love in Medford

For the first time, two Medford businesses, Child World and Grava Chrysler-Plymouth, collaborated with the Medford Saving Lives Program in a highly visible effort to increase safety belt use in the city.

Child World hosted the March event, offering customers a 10% discount on all child safety seats and donating four Child World Safety Bears and two car seats to be given out in a raffle. Grava sponsored a photo opportunity for children with Buckle Up Bear, and the safety belt "Convincer" was on hand to convince anyone who dared to argue that safety belts don't save lives.

Medford Police did their part by issuing warnings to drivers transporting unbelted children. They also gave out informational materials encouraging adults to remember that children twelve and under are required by law to use a child safety seat or safety belt every time they ride in a motor vehicle.

Buckle-up!



THE BAD NEWS IS, I WRECKED THE CAR.
THE GOOD NEWS IS, I WAS WEARING
MY SEATBELT.

Announcements

Kick off a summer of safe travel. Call 1-800-CAR-SAFE for promotional materials and suggestions for summer-long occupant protection activities.

The second annual **Massachusetts Lifesavers Conference** is scheduled for November 7, 1990 at the Howard Johnson Hotel on Memorial Drive in Cambridge, Massachusetts. For more information, call the Governor's Highway Safety Bureau at (617) 727-6956 and ask for Lisa Hayes or Sarah Dunlap.

A **National Conference on Safely Transporting Children with Special Needs** is planned for September 18-19, 1990 in Indianapolis, Indiana. For more information, call 1-800-CAR-SAFE (within Massachusetts) or (617) 727-1246.

Promotions - The Massachusetts Passenger Safety Program is pleased to announce the promotion of **Diane Ricciotti** from Training Specialist to Program Coordinator. Diane will focus on program development and implementation, in addition to assisting the Director.

Lisa Hayes of the Governor's Highway Safety Bureau was promoted from Assistant Planner to State Safety Belt Coordinator. Lisa will be responsible for overseeing and monitoring all safety belt programs funded by the Bureau.

Buckle-Up Assembly Program - **Maureen Uryasz** and **Bob Warden**, members of the Massachusetts Passenger Safety Program Speakers Bureau, were hired by the program to conduct Buckle-Up Assemblies for grades PK-12 in Massachusetts schools. Both Maureen and Bob have extensive experience working with youths. As of the end of April they had already reached over 7,000 students from Springfield to Fall River. Welcome Maureen and Bob! For assembly information, call 1-800-CAR-SAFE or (617) 727-1246.



New Resources

To inquire, call 1-800-CAR-SAFE.

The Massachusetts Passenger Safety Program, in cooperation with the Massachusetts Chapter of the American Academy of Pediatrics, has produced a slide show on the **Safe Transportation of Children With Special Needs**. Designed for health professionals and providers who work with differently-abled children and their families, the slide show consists of 85 slides and a script. It is available on loan, free of charge.

A must for people interested in child occupant protection! Kathleen Weber, of the Child Passenger Protection Research Program of the University of Michigan Medical School, has written an extremely informative and easy-to-read paper on child occupant protection. Weber discusses some new and important ideas about the correct use of infant and convertible child safety seats and boosters. She also covers misuse and its injury potential, safety belt use by children, automotive safety devices for children with special needs, and anatomical and biomechanical issues.



UPDATE- is published quarterly by the Massachusetts Passenger Safety Program which operates from the Massachusetts Department of Public Health's Bureau of Parent, Child and Adolescent Health.

Director
Kim Hesse

Program Coordinator
Diane Ricciotti

Staff Assistant
Joanne Statures

Resource Center Coordinator
Beth Hume

Graphic Design Center

Design/Layout
Roger M. Davenport

Typesetting
Joanne Gaffey



Massachusetts Passenger Safety Program
Bureau of Parent, Child and Adolescent Health
Massachusetts Department of Public Health
150 Tremont Street - 3rd Floor
Boston, MA 02111

(617) 727-1246
1-800-CAR-SAFE

Leonard Adams
Govt. Documents Collection
University Library
University of Massachusetts
Amherst, MA 01003

BULK RATE
U.S. POSTAGE
PAID
BOSTON, MA
PERMIT NO. 637